

Being Seen and Heard Online - The Template

OPENING: 1-2 MINUTES

- Welcome attendees, ask them to say hello in the comments or say where they are from
- State the name of your series
 - *“Hey! It’s Carey Peters and welcome to Tuesday Tips! Today’s mug is _____, cuz I felt we needed a little _____. If you’re just joining me say hi in the chat and lemme know where you’re from - I’m so excited to hang out with you today!”*

WHAT TO EXPECT: 1-2 MINUTES

State what you’re going to share.

- Highlight the problems or challenging feelings that go with this topic
 - *“Kicking sugar is HARD...there are many times I just want to eat the whole bag of...”*

CTA: Ask viewers to comment and share their challenges

Say what they will take away from the live today

- *“I’m going to share 3 simple steps to kick sugar that you can use right away to start feeling better..”*

CTA: *“Share this with someone you know who might need or want to hear this today...”*

CONTENT: 10-12 MINUTES FOR FACEBOOK OR 5-6 MINUTES FOR INSTAGRAM

Teach your content here

- Use What, Why, How framework
- Example Topic: Top 3 Ways To Stay Motivated
- What is motivation?
- Why is it important?
- How do you stay motivated? (share 1-3 tips)
- Don’t overthink it - KISS ;-)

CTA: 1 MINUTE

- Keeping with framework What, Why, How
- Logical next step is What Now?

CTAS for beginners:

- Ask them to leave comments throughout your Live
- You can go in afterwards and respond to all comments, deepening your connection on Facebook and potentially generating interest in an OTR
- Ask them to DM you to connect further (leading to an OTR)
- Ask them to tag a friend who needs this message today
- Ask them to share the video on their page or pages
- For Instagram ask them to come on to the stream to ask a question

CTAs for Intermediate and Advanced Internet Marketers:

- Ask them to click on a link to join your private Facebook Group
- Ask them to click on a link for any upcoming talks, workshops, webinars or events
- Ask them to click on a link for a free download (this is a way to build an email list)
- Ask them to click on a link for any opt-in that leads to an offer
- Ask them to follow you on another platform

REVIEW: 1 MINUTE

Summarize the content you just taught.

- *"I loved sharing 3 tips to kick sugar with you and I'm curious - let me know in the comments...which one would you like to try? (CTA)"*
- *"Thanks for being here and I'll see you next week, same time, same channel for more Tuesday Tips!"*
- *If you know the topic for the next week, you can seed it by saying "I'll see you next week, same time, same channel, to talk about the #1 health food that no one is talking about but can make you feel better almost instantly" (sunshine/fresh air)*