

6 Steps for Going Live on Social Media

STEP 1. The Strategy

What do you want viewers to get out of your series?

- How to eat healthier
- How to stay inspired and motivated
- How to make changes in their life

What do you want this series to do for your business?

- Increase followers
- Increase visibility
- Increase OTR conversations

STEP 2. The Length

- Attention spans today are very short
- The top Facebook Live streams run between 15-20 minutes
- Keep Instagram Live streams to 10-15 minutes

STEP 3. The Call To Action (CTA)

Golden Rule: “If you’re giving value, then you can ask for action.” Or it’s corollary, “You may only ask for action if you give value.”

Example 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, invite them to come on the stream and ask questions

Example CTAs for Intermediate and Advanced Internet Marketers:

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

STEP 4. The Timing

Consider your audience's daily routine.

Does most of your audience have a day job?

- Try to go Live during their lunch break or later in the evenings

Are most of your audience stay-at-home moms?

- Try to go live during the day when the kids are at school

Pick a time and stick with it!

- Consistency is EVERYTHING

STEP 5. Creating Your Series

To get started, complete the exercise below.

Brainstorm answers to the following 6 questions:

1. What is the goal of your series?

2. What are possible titles for your series?

3. What is the tone of your series?

4. List your first 10 topics:

5. What day of the week and time will you choose for your series?

6. What has to be true for you to commit to doing your series for 10 weeks?

STEP 6. The Script

To get started, complete the exercise below.

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..."*
- 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: Ask viewers to comment and share their challenges

- *“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

CTA: 1 MINUTE

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

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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)*