

Facebook LIVE Check List

New Wave Power Talks

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Pre-Work for Your FB Live!!!

- ☐ Create a topic that you would like your audience to get value from.
- ☐ Create an outline of the helpful topics you want to cover.
- ☐ Create a Freemium that provides your audience with value.
- ☐ Create a Landing Page or Opt-in Form that provides the free giveaway to your audience.
- ☐ Create something free you can give away to Live Participants.
- ☐ Set a date and time for your FB Live.
- ☐ Start talking providing teasers to your audience for your date and time.



Before You Go Live!!!

- ☐ Make sure your cellphone is charged.
- ☐ Turn on Airplane Mode
& Connect to Wifi
- ☐ Use a Tripod if applicable.
- ☐ Copy the Link to your Freemium.
- ☐ Write an Enticing aka Ninja Headline
(Paste your freemium link under the headline)
- ☐ Twenty to Thirty Minutes before your live time
make a post about your FB Live.
- ☐ Start broadcasting live two to five minutes ahead
of your schedule time.



While You Are Live!!!

- ☐ Introduce yourself & why you are sharing your topic.
- ☐ Be Ecstatic, Grateful, and Appreciative through the FB Live chat.
- ☐ Allow People to log on and say “Hi” to them. Thank them for joining by name.
- ☐ Explain the value of the topic and why it’s important to the viewers. (*The Quicker the Better*)
- ☐ If you are giving away “Free Stuff” mention that and explain it’s for those that are live and stay on until then end.
- ☐ Answer Questions. State the question. Then Answer it. Thank the person by name.
- ☐ Broadcast for longer periods of time for more interaction and to reach more people.

After You are Live!!!

- ☐ Be sure the video saves to your personal or business page.
- ☐ Save the Video to Your Phone.
- ☐ Reply to any questions you missed. Keep in touch with any future questions.
- ☐ Share the Facebook Live on other Social Platforms
- ☐ Upload the Video to YouTube.
- ☐ Be thrilled with your results. No matter if it's one viewer or One thousand. You went LIVE!!!
- ☐ Rock and Roll! Now go Rinse and Repeat for your next FB Live.



Bonus FB Live Tips

- ☐ Be You. Relax. Don't try to be something you are not. You will sound funny.
- ☐ If you mess up or mispronounce something. Laugh it off and keep moving.
- ☐ Practice a Live Call with a few Friends in a Private Group.
- ☐ Always thank your audience for showing up.
- ☐ Be consistent. Be consistent. Be consistent.
Don't just do a FB Live every 2 months
& think it's going to get you results.

