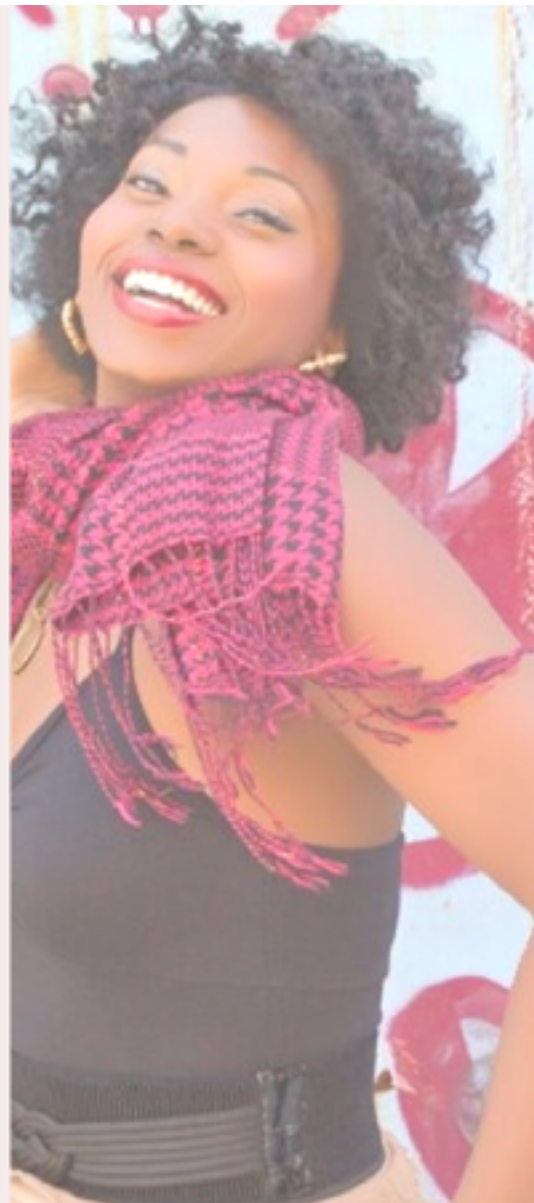


How To SLAY Every Live Broadcast

LIKE A BOSS!!



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How To SLAY Every Live Broadcast, Like A BOSS!

With videos being the most powerful marketing tool on the planet, it's about that time for you to step your online video marketing game up!

Videos can help you:

- Build trust with your target audience.
- Make a personal connection with your target audience.
- Stand out from your competitors.
- Highlight your expert status in your niche market.
- Position you for press/media coverage (FREE & PRICELESS!).

Facebook live broadcasts are where it's at, and they are getting more visibility, reach, and attention in the newsfeed, than any other type of content (not to mention notifications now too)! When done right, they will catapult your brand to expert status in your niche, and help you start attracting your ideal clients, customers, and target audience.

With the proper strategy, this will lead to more sales, more customers, more people at your performances, events, and dance classes, and ultimately, more \$\$\$!

Now that Instagram and Twitter have joined the live video broadcast party, it's definitely time that you learn how to effectively use live videos, to build a profitable online brand.



Here's a quick rundown of my top five tips for using Facebook Live to grow your brand's presence, in a profitable way:

1. Always have a purpose for your live broadcasts. Don't go live with no real objective. Decide ahead of time what you want to accomplish through your live broadcast. Do you want to teach your

followers something? Do you want to do a live demonstration of your product or service? Do you want to share some fun behind-the-scenes action? Do you want to share a tutorial or how-to video? Figure out what you want to accomplish, then go from there.

2. Let your fans/followers know that you'll be broadcasting live in advance. Bonus points if you can do a live broadcast, at the same time every week, or more than once a week.

3. Create your video description and link, beforehand, in the Notes app on your phone, so that you can just copy and paste it into the description of your live broadcast, BEFORE you go live.

4. Interact with your viewers live during your video. Answer their questions, respond to their comments, mention them by name, acknowledge them, and make it personal. If you can't do it live, have someone else available during your live broadcast who can.

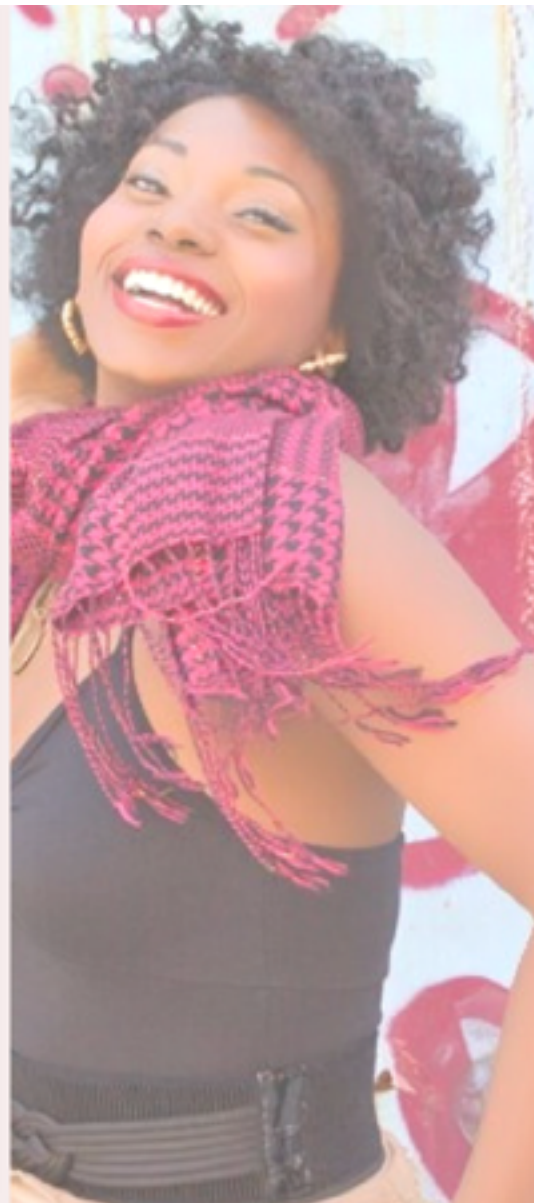
5. ALWAYS end every live broadcast with a call-to-action, and edit your video tags after you save the broadcast (in HD) to Facebook and your mobile phone, so that you can repost it on other social media platforms. Tell your viewers specifically what you want them to do next, at the end of your live broadcast (and during even), and don't leave them guessing. Make it clear, and make it easy for them to follow up, and stay connected with you. The ideal call-to-action would involve them clicking on a link, to go to your website, to join your e-mail list, and gain something even more valuable after they sign up.

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GENERAL LIVE BROADCASTING TIPS

Before you start your live broadcast, ask yourself:

“What do I want my viewers to walk away with after they watch my live broadcast? What is the objective of my video? What is the outcome that I want to achieve?”

- Do you want them to have a solution to a problem that they are currently struggling with?
- Do you want them to know how to do something, that they didn't know how to do before they watched your live broadcast?
- Do you want them to feel motivated or inspired?
- Start with what you want them to walk away with first, then work backwards from there. Answer this question:

“What type of content do I need to share, so that my viewers walk away with more knowledge, or a specific feeling, or impact?”

My Top 25 Marketing & Branding Tips To Help You SLAY Your Live Broadcasts, Like A Boss!

1. Bring your A game - Put your face on (hello make-up!), and present yourself in the same manner you would if you were making a television appearance. Remember, your video has the potential to be seen by thousands of people. Represent yourself in the best way possible to keep people interested and engaged in the content that you're sharing (not to mention, this also helps you feel more confident).

2. Be energetic and passionate about whatever you're talking about. Choose topics that are not only of interest to your target audience, but that you are very knowledgeable and passionate about.

3. Create your video title, description, and call-to-action (with a link), BEFORE you go live. Save it in the Notes app on your phone, then copy and paste that text onto Facebook, right before you go live.

4. Make sure your title is descriptive, so people know exactly what they're watching, and what to expect from your live broadcast.

5. Broadcast for longer periods of time (at least 15 minutes), to get the most viewers, and engagement, in real time.

6. Introduce yourself. Have a brief, 30-60 second intro (that you practice a few times beforehand, that highlights your level of expertise, who you are, what you do, who your target audience is, and how you help people. Keep it short, sweet, and to the point, but interesting enough that if someone is watching your video for the first time, and doesn't know who you are, they'll have a good understanding of why you are qualified to talk about your subject matter, and why they should listen to you. Here's an example:

“Hi! My name is _____, and I am a (your title). I help (your niche market), to (solve a problem/get a result), by (what service you offer). I take the stress/frustration/confusion out of (your target market's pain point), and I help to empower (your niche market), to (solve a problem/get a result). I've worked with (name a couple of reputable companies or clients that you've worked with), and helped them to achieve (share a desirable result here). My background/experience in or my passion for (your industry name here) helps me relate to my customers and clients in a very personal way.”

7. Acknowledge your live viewers by name. Answer their questions, and respond to their comments, in real time.

8. Ask your viewers questions, and ask them to respond in the comments to keep the energy and engagement up during your live broadcast. Keep it interactive, and fun!

9. Let people know, beforehand, when you will be doing your live broadcast, and promote it on all of your social media accounts, AND to your e-mail list (ideally, more than once).

10. Create a weekly series. Set a specific schedule for your live broadcasts, for every week, at a certain day and time, so that people can plan to watch, and look forward to it. Consistency builds momentum and it builds trust with your viewers.

11. Have notes ready so that you stay on topic, and don't start rambling, forget key points, or get distracted.

12. Enlist the support of your friends and family. For your first couple of live broadcasts, reach out to your friends and family, and ask them to watch you live, to ensure that you have some live viewers. Invite people to watch, who you know will encourage you, offer you some support, and give you some positive interaction and feedback.

13. Watch your live broadcasts afterwards, and take notes on what you need to improve, and practice, practice, practice!

14. Promote your live broadcasts on Facebook for maximum visibility and impact. Be sure to have a specific call-to-action that drives people to your website, with a link for them to click on, in all of your Facebook ads, including any live broadcast replays that you choose to promote.

15. Keep people coming back! At the end of your video, let people know when you will be broadcasting live again, and ask your viewers to follow your page, so that they can receive notifications for when you are going live.

16. Be creative, and mix it up. You don't have to broadcast from the same exact location every time. You don't have to have the exact same format, or topic for every live broadcast. Get creative, and keep things interesting.

17. Keep it simple. Break down your content in a simple manner, keep it specific, and to the point, and don't overwhelm your viewers with too much information at once.

18. Offer a bonus/free gift for those who stay until the end of the broadcast. It's always a great idea to offer an incentive for those who watch your entire live broadcast. This will also motivate them to keep watching your videos.

19. Share your main call to action throughout your live broadcast. The reality is, not everyone will be able to watch your live broadcast for its entirety. But don't leave those partial broadcast viewers hanging. Whatever your call to action is, share it multiple times throughout your video, to ensure that everyone hears it.

Call to action examples:

- Click on the link above to join my e-mail list, and get this awesome free download/join my 5-day challenge, etc.!
- Be sure to like my Facebook page, and click on follow, to receive notifications for when I'm going live.
- Tag three friends in the comments that you know will find this video helpful.
- Post your question in the comments below, and I will be happy to answer you!
- Follow me on Instagram for details on my upcoming Instagram contest!

- Subscribe to my YouTube channel, for more tutorials, and behind-the-scenes videos!

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Tips on how to speak with confidence, eloquence, and high-energy on camera, while still being your normal self.

20. Smile and relax while you're speaking on camera.

21. Imagine that you're talking to a trusted friend or family member (like literally picture their face in front of you), so that you'll speak in a more casual way.

22. Bring a LOT of energy to your video! Take your typical, every day energy level up by at least 50%. Speak with the energy level you would have if you were speaking in front of a large audience, or teaching a large group of students.

23. Position your phone at eye-level. Keep your phone on the same level as your face. Don't look down into your camera, and don't look up either. Your phone should be directly in front of your face.

24. BREATHE! Let go of any tension you're feeling. Take a deep breath before you start, then proceed as if you were talking to one of your close friends. Just be yourself!

25. BONUS: Create a teaser video, that creates anticipation, and directs your fans and followers to the main platform where you want them to watch your live video.

- **Eg:** Post a 1-minute teaser video on Instagram or Twitter, that then directs people to go to your Facebook page, or YouTube channel to watch the full video or live broadcast (be sure to have the direct link to your video, in your bio).



LET'S GET TECHNICAL!

TECHNICAL TIPS

Charge your phone fully, and make sure you're somewhere where you have wi-fi, or a very strong data connection, before you start your live broadcast.

Put your phone on airplane mode, so that your broadcast isn't interrupted because someone calls you.

Save your live broadcast to your phone, immediately after you go live (click on the download icon, to ensure the option to save it to your phone is ON). Save the HD version of your broadcast to your Facebook page. Once it's saved to your phone, you can use that video on other platforms like YouTube, your blog, etc.

Think Bright & Vibrant. Make sure your recording space is well-lit. Turn every light on in the room. Wear a color that flatters your skin tone, and brightens it in some way (stay away from black and gray). Professional 3-point lighting is always a plus. But a simple ring light for your phone works wonders!

- **Very important:** Make sure that your face is well lit. You should have some type of light shining directly on your face. Natural light is always best, so if you can record in front of a window, or a place with lots of natural sunlight, great! If you can't, purchase a ring light for your phone, or another type of lighting that you can use to illuminate your recording space.

Create a “set” with a nice background. Be intentional about how the space looks that you're recording in. Make sure that it is pleasing to the eye. Examples: your home office, outside with nice scenery in the background, a wall with your specific branding in the background/your brand's colors/logo, a clean, spacious studio, etc. Or, you can go the opposite direction, and record against a plain wall, with a solid color background, or white background. Either way, be mindful of your background, in addition to how you look on camera.

Invest in a mini tripod and bluetooth remote for your phone. That way, you won't have to worry about holding your phone, or having someone else there to record for you. You can easily do it yourself, and keep your hands free!

If you're broadcasting from an event, rehearsal, performance, class, etc., make sure you are broadcasting something that is interesting to

watch. Plan it out strategically in advance, so that you know what you will be filming, and so that people know when they are being recorded. Don't live broadcast dead space, i.e., an empty stage, people standing around talking, etc.! Keep it entertaining!

Remember, the BEST online videos, and live broadcasts inform, educate, or entertain. Or, they do a combination of all three. Be strategic about your live broadcasts, and you will get a major return on the investment of your time and energy.



VIDEO MASTERCLASS

***"HOW TO SHINE LIKE A PRO
IN YOUR ONLINE VIDEOS"***

@AshaniMfukoDance | www.ashanimfuko.com

If you are ready to go to the next level with your online video marketing, I highly recommend my online video master class entitled,

“How To SHINE Like A Pro In Your Online Videos”.

In this video masterclass I will teach you:

How To Speak On Camera with Confidence – Make your viewers feel warm, welcome, and a personal connection to you. Plus, learn how to speak with authority to build trust with your viewers.

How To Structure Your Videos – Learn how to start your videos, to grab the attention of your audience immediately, how to keep them engaged, and how to finish your videos with a BANG!

How To Convert Your Video Viewers Into Paying Customers – Your video is just one stop on your target audience’s journey to becoming loyal fans and customers of your brand. Learn how to take them from watching your videos on social media, to becoming a paid client, that refers all of their friends!

All Students Will Receive:

- ***Access to the video archive of this live, masterclass.***
- ***A downloadable, step-by-step breakdown, in worksheet format, of the entire lesson.***

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