

## Tested tips on how, where and when to do live video streaming on Facebook



# Facebook Live Mastery

Hi,  
Thank you for buying my Facebook Live Mastery.

Being visible is a must in today's business world and doing FB lives is one of the easiest ways to reach your audience and build a connection with your ideal clients.

This guide is divided into five parts:

- Content
- Preparation
- Execution
- Technical points
- Follow-up



## CONTENT

- Choose a topic relevant to your audience. You can use your FB posts, blog articles, questions you get from your ideal clients.
- Write out some bullet points on what you want to say and keep them handy to ensure you don't lose your train of thought.
- Choose an exciting, enticing title with some emoticons to draw attention to your video.
- Make sure to have a smooth introduction and punchy conclusion so that the live is compact, to-the-point, and doesn't just end at the end.

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## PREPARATION

- Make sure you're well hydrated and your throat doesn't itch. If your live stream is longer than 15 minutes, a glass of water may be handy.
- Choose where you want to stream from:
  - Your personal account (But it's against FB policy to promote your business from personal accounts),
  - Your page
  - Or a group, -- your own or someone else's if allowed.
- Tell your audience in advance that you'll be live streaming. One day ahead is good advance-notice.
- Find out beforehand when your audience hangs out on Facebook and schedule your live stream for the time when your ideal viewers are online.
- If you stream from your page, explain to your audience how they can turn on notifications so they don't miss your live videos.
- Make sure there's enough lighting so that your face isn't in the dark. Light shining onto your face will be more flattering than light behind you. Standing in front of a window, facing both the window and your phone, is a good option.
- Experiment with lighting and camera-angle for the most flattering appearance.
- Use a simple background so that your viewers aren't distracted by what's going on behind you.
- Make sure there will be no noise or distractions in the room where you're planning your live broadcast (You don't want to end up like the Korea analyst on BBC!).
- Wear something simple and not too flashy so that your outfit isn't distracting.
- Practice a few times on video before going live.

## EXECUTION

- Take a few deep breaths before hitting the Go Live button.
- Imagine that you're talking to your friends and be as relaxed as possible.
- Focus on your audience and not on yourself.
- Introduce yourself and the topic at the beginning and repeat it a few times during the live broadcast so that everyone who joins has a chance to know who you are and what you're talking about.
- Make sure to say hello to your live viewers, ask them for likes, hearts and questions. Use their names if available, to build connection.
- Interact with viewers in the beginning, in the middle and at the end.
- Stay on live stream for at least 10 minutes to give your viewers enough time to catch you live.

The minimum length of a FB live is 4 seconds.

- Remember there's a delay, so you need to give viewers a few seconds before they can reply to your questions.
- At the end, thank your viewers for watching.
- Ask the viewers to like and share your live stream. You can share a video from your personal profile or page, but not from a closed group.

## TECHNICAL POINTS

- If you go live from your phone, make sure you put in on the Do Not Disturb setting.
- Put the phone in the horizontal mode, to avoid black strips on the sides.
- On your phone, go to your FB app, tap on “What’s on your mind” and hit Live Video below.
- Choose your privacy settings. If you want to practice, start with “Only Me”. If you want other settings, go Public or Friends or custom select another audience.
- Put the description in the “Describe your live video” line.
- Once you press Go Live, there’s a countdown: 3, 2, 1... and then you’re streaming.
- Look into the camera lens and not at yourself.
- To make the live more fun and silly, click on the magic wand in the top right corner and select one of the special features there: fire blowing, head gear, masks, glasses, etc. But use this sparingly or just for effect if your live is at all serious.
- At the end, hit Finish and wait a few seconds until you get the Post or Delete buttons at the bottom. Then press Post, so that the video can be uploaded and your audience can see it.

## FOLLOW-UP

- If you streamed from your page or your public profile, share in your own group some other groups where FB lives are allowed.
  - Also, share the live with your mailing
  - Post any links that you mentioned in video in the comments under your broadcast
  - Create a FB Live playlist on YouTube, download your videos from FB and post them on YouTube.

# CONGRATULATIONS!

Now you're ready to hop on FB live from your phone, be visible, and connect with your audience in this simple and effective way.

Grab your moment!

And if you're an expat mom and want some guidance on how to become a Mom Boss of your life and/or business, let's chat.

Click **here** for a complimentary Expat Mom Boss in Making session about how I can help you start your journey.

NB: I'm committed to work only with passionate women who are ready to push out of their comfort zone to create a purposeful business.

XOXO Kasia