**FACEBOOK LIVE VS. PERISCOPE**

**Male speaker**: Welcome to The Chalene Show. Chalene is a New York Times’ best-selling author, celebrity fitness trainer, and obsessed with helping you live your dream life.

**Chalene** **Johnson**: What’s up, you guys? We’re talking about Facebook Live and if it hasn’t rolled out to you, it will be rolling out to you soon. So, if you use Facebook a lot or if you’ve been wondering about using Periscope and now, you’re like, well people have been kind of complaining about Periscope, this is the very episode for you. I’ve talked to a lot of people who have been very frustrated with Periscope. And I think Periscope, frankly, has made some pretty big mistakes that I hope don’t cost them this platform because I have so much love for Periscope, I can’t even tell you, but I do think that they went so long without talking to us, without telling us what was going on with the numbers and why it was constantly freezing and not doing anything about the trolls when you ended up on the Trending List and just, you know, all of the fake accounts. And then everybody’s numbers - you know, people spent months and months, myself included, promoting Periscope. And getting people under this platform like I brought my people under this platform.

I talked about it on my podcasts. I have two podcasts over 12 million downloads. And I endlessly have been promoting Periscope and getting people on Periscope and creating free courses to get people to take advantage of this great platform. I’ve really been a huge advocate for it - huge. And I tried to talk to a lot of people into using it. I brought a lot of my own people here. And I say that for a couple of reasons.

Number one, because I have a lot of followers on Periscope. And that isn’t just me like showing up and then the people showed up. You know what I mean? Like a lot of that is, I told people I was here. Here’s the app, download it and can you join me? And then we went for months, a couple of months where people weren’t getting notifications. They wanted to see broadcast live - that’s kind of the whole point to Periscope and they weren’t getting notifications. They were also - they’re having a lot of bugs where it was freezing. It’s dropping. There’s trolls. Everything.

And you know, I think we’re all - had been pretty patient. And then, here was the real kicker. This was the real kicker for me. I mean, I pulled out a pen and a piece of paper and I sat down to write Periscope a breakup letter.

I’m like, “Dear Periscope, we had so many great memories together. I’ll never forget the experiences I had with you. And the wonderful things you taught me. But it seems we’ve grown apart. It seems as though, you don’t care as much about me as I care about you. And so Periscope, I need to be with someone who values me and clearly, you don’t. You don’t value me. You don’t put the same emphasis on this relationship that I brought this relationship. And so, I have to go. I have to go. It’s not you, it’s me.” Right? Like I was writing that letter. Because the numbers were like, wait. I normally have a thousand people in the room and suddenly, I have 40 people in the room, what is going on? Like, really? Really?

I have 70,000 followers and now I have a hundred people in the room, that’s so weird. And it got very annoying. And then, suddenly, the numbers came back and it was weird because Periscope, they came back this weekend and kind of talked to us and they said, “By the way, we’ve been doing a lot of upgrades and we don’t know what’s going on to notifications. We believe you if you say that you’re not getting notifications but we can’t find it to be the case. Therefore, sorry, not sorry. Don’t know what to tell you.”

And then they also seem to say that you know, we’ve been doing some updates and there might be a glitch and that’s why your numbers are weird. They basically were upfront and honest about the fact that, yeah, there’s somewhat weird, glitchy things and we haven’t been able to figure it all out. And we’re sorry we haven’t been talking to you. And I was like, “Oh, you’re lucky. You are lucky because I had packed my bags. I wasn’t leaving anything behind so I could come back and like, “Oh, dear. I forgot my sweatshirt.” Like I was leaving. I had packed up my bags. I had put down a down payment on a new apartment because I was moving out of Periscope. I was like, “All right. Fine. If that’s how you’re going to treat me, bye. Buh-bye.” I was like, “Bye.” And then I sat down and like, “Oh. So maybe you do love me.” Right? And then the numbers suddenly came back up but it was weird. It was like right after the broadcast, I’m like, “Everybody’s numbers doubled? I don’t know.”

So, it’s strange. I don’t know what to think of it all. I really don’t. And you know, I was talking to a friend of mine who has done a lot, spent a ton of time specifically building their Periscope platform. And they felt kind of annoyed. You know? And also a little suspicious. But like, I’m not a conspiracy theorist or anything like that. I just think it’s a new app and newly acquired by Twitter and so, therefore, there’s always going to be growing pains.

And it’s still my joy. I love it. And yes, it’s free. So can you really complain about free? Right? And can you really complain a free platform to one that - one of our biggest, this is like expenses each month is Facebook, running Facebook ads.

For the record, I’m not going anywhere but if I hadn’t already-built a following here in Periscope, would I tell you to build one here on Periscope or go to Facebook Live? It’s a tough decision. And if you’ve got to look at eyeballs, right? We’re talking about eyeballs and you’re just starting out, you might consider Facebook Live.

So, what’s going on with Facebook Live? Clearly, Facebook is the gorilla. They are everything. And I know some of you might go, “I don’t love Facebook.” Well, if you’re running Facebook ads, you love Facebook. Like Facebook ads are like, “Oh my gosh.” Life. It’s life. You know? And you can really find your target market by doing Facebook ads. That’s the main reason why I love Facebook and because my demographic is still there. I just don’t have even close to the same amount of followers or interaction or viewers here on Periscope than I do on Facebook.

On Facebook, I have close to a million followers and just a one-minute video, I can get a reach of between like 100,000 to 500,000 in a day or so. 500,000? That’s what? Like, frankly, it kind of defies logic that I spend as much time as I do on Periscope and I’m not really sure why but I think most of us agree it’s really - it feels different. You know? It feels so personal. And it’s not as loud over here. You know, it’s like walking into a room of like 300 people where it’s really like loud and everybody’s trying to get everybody’s attention or walking into a room with like five people. I don’t know. It’s kind of nice because there’s this great feeling of connection and really feeling close. And I don’t know if it’s because the comments are going over your face or if it’s because the beautiful hearts there floating up. Because there, you are seeing comments in real time on Facebook, as well.

So, for whatever reason, before I start talking to you about Facebook Live, I want you to know, my heart belongs to Periscope and it’s not because of the numbers, it’s not because of the reach, it’s because it’s like so personal and intimate. But Facebook Live is pretty cool and they are after Periscope. They’re the giant.

And so, currently, Facebook Live is rolling out availability to everyone, both on personal pages and fan pages. I’m going to encourage you to use your fan page if you have a personal brand and/or if you have a business of any kind. If you’re trying to bring awareness to you and if at some point, you’d like to - I don’t know, have something for sale or going - you talk about business or whatever, you should really be using your page.

Now, Facebook doesn’t necessarily call the Like Page or a Fan Page anymore, they call that, Page, which is so dumb. Sorry. Because it’s like, “Can we give it a name?” You know what I mean? You can use your Like Page now and they are rolling out to everybody, not just verified accounts and not just people who have a thousand likes.

So you can go and do live video on Facebook. It hasn’t rolled out to everyone. But they are rolling it out to everyone. And it used to be, in the beginning, they only gave it to celebrities or people who had verified accounts and even then, not all of them.

So first, I want to talk about what it is you want to do, when and if you go live to make sure that you don’t blow it. Because here’s what happens on a live broadcast. Right now, Facebook is prioritizing it in the Newsfeed. And they do that whenever they want people to use a certain type of platform.

So right now, if you go live, it’s going to show up at the top of people’s Newsfeeds. And you get way more interaction and reach on a live video than anything else. So, it’s really important you get this right.

Let me say this. It counts down from three seconds. So it says, “Going Live in three, two, one.” Here on Facebook, we tend to like, introduce ourselves, we take time to say hello to everybody. We do all of these Periscopic-type things. On Facebook, get to it. The second that video starts, you better get to it, like start. You need like immediately to get something that grabs people’s attention. Why? Because people fall off in the first 45 seconds. They decide boring, interesting.

So on the first 45 seconds, you better start like this, “Hi. My name is Chalene Johnson and tonight, I’m going to talk to you about the big mistakes you want to avoid when making your first live Facebook video. I’m going to tell you exactly what you need to do to make sure that people stay, they share, they engage and that your reach is bigger when it is if you’re posting a regular video. Sound good? Awesome. Okay. Now, my first tip - like you got to get in to it so fast, you got to get into it fast. People don’t have time. Life on Facebook is different. We’re like this. We just scroll and scroll, like fast. You better get up and you better start fast. You better be ready. You better be on your game. You better grab people’s attention. Tell them what they’re going to get and start giving it to them. They need to be short. I don’t take my own advice on that one but you should. I should too but I can’t. I’m working on it. I’m trying. They should be short. But the longer they are, the more engagement you’ll get, okay?

So have a plan for what it is you want to Facebook Live about. Just like on Periscope, you guys, the difference is in how pretty the video is. By pretty, I mean like if it’s dark and it’s poorly lit, and I can’t hear you. And there’s terrible sound in the background and I don’t know what the hell you’re talking about and what this is about, I’m gone. We have less patience on Facebook. And less sticky power like if it doesn’t meet our standards of entertaining, valuable, funny, we’re out. So get good lighting, have a good sound, have a point, make your point and get out.

Now, don’t be freaked out if nobody’s watching because even after you end your broadcast, it will still show up in the Newsfeed, very high. And you could also save that video to your phone roll for repurposing. Yep. So you can chop it up.

Here’s another great tip. Like a lot of us start out our video like trying to hit a button or something but on Facebook, unlike Periscope, you can go back in and out of thumbnail to the video. What? I know. Yeah, you could put a thumbnail all over it. Super cool.

All right. So let’s talk about how it is you can broadcast live on Facebook. Well, in the beginning, it was only available if you downloaded the Mentions app. And in the Mentions app, you had to be verified or approved. Now, you can do it directly from your Facebook app. Yes, it is also available on Android. Currently, on Facebook, you can only broadcast from your phone, mobile only, and they’re actually releasing it for android. In fact, I was just reading before I came online and I can’t confirm this, but it looks as though it may already be available for Android users. There’s a special app that is available for Android users too.

Okay. So now, it automatically defaults to my personal account, which I never, never, never, never, never, never use because I don’t want people like confused, like, “Should I go to your personal page or your Like Page?” Like, no, only my Like Page, the only one place, there’s only one place. There’s only one place to go, it is my Like Page. It’s the only place I hang out. Everything else I delete.

Okay. So here’s - I posted it pretty well for me yesterday. I posted it about 10 hours ago. So that would be earlier today. And it had 8 comments, 234 shares, that’s good, and it reached 105 people. And it was just simply an infographic. That’s really easy. One simple infographic and I didn’t make this infographic, I had it outsourced and it was simply, “Don’t find time, make time.” Simple message, it resonated with people which explains why there’s so many shares and very few comments, because like, “What’s there to say?” It’s like, Yeah, mm-hmm.” Like, “Mm-hmm.” Don’t find time, make time, like there’s not much to say. So there weren’t many comments.

So then, I posted this picture of me and the host from QVC. That’s Albany the host from QVC. So the reach on that, 155,000 people. Not bad. Actually, it’s pretty good. I’m happy with that. But then, I had 40 comments. That’s good. So comments are good because comments are engagement. I need to give photo credits here to Coach Glitter. Coach Glitter was the photographer on this photo and I love that I meet these super strong amazing women and I’m like, “Hey, are you cool if I climb on top of you?” and they’re always like, “Sure.” So that’s what happens.

So here’s the live video I did yesterday. So this Video Live reached 200,000 people. 200,000 people, you guys, the comments, 1.4k. So that’s a lot of comments. That’s an amazing engagement, major engagement. 212 shares. So in the previous example, the photo I had 237 shares, 8 comments. This one I have 1,400 comments and 212 shares, that’s major reach. More importantly, it’s major engagement.

Here’s is a video of me doing a workout with ankle weights. And this is something I teach in Instagram Impact. So that’s just a video from Instagram and I just repurposed it and posted it to Facebook. And that video has 605 shares and 52 comments, 52 versus 1,400 comments. Pretty cool, right. So I’ve been watching this and realizing it’s getting more and more popular and that is exciting because I think a lot of us would like to have better engagement. It’s important. Live Video is what Facebook is now promoting.

So if you’re looking for a place to really build an audience and you want to do that with the most efficiency possible and no boost, zero boost on any of this post, zero. I don’t boost any post on my page whatsoever, never ever, ever, ever do I boost a post. Do I run ads on Facebook? Heck, yes. But I run them from Power Editor but never boost, only run an ad.

When you are actually in Power Editor and you’re making certain - that you’re just not boosting it, you’re actually saying, “I know who I want to reach, I know what they look like, I know how old they are, I know exactly what they’re interest are, these are the people I want to reach and then those are the people you need to reach.” And you don’t do that with a boost. Boosting is a phenomenal way to throw your money away. Don’t do that. Power Editor, run a Facebook add. Woohoo.

We can’t spend enough money at Facebook. I’m not kidding. There’s a limit on each account and you have to reach a threshold before they’ll allow you to spend more. It’s like an ATM machine, I’m not even kidding, because we are so able to specifically target exactly our customer. And that’s why I have my events, I’m like, “How did this room full of people all show up and we hire so much alike? I want to take them all home with me.” And I love every one of them, because we’re like really, really like, “Uh, uh,” like just drilling it down and drilling it down and drilling down looking for a very, very, very specific lifer. Yes. And that’s what we do with Facebook. And so, Facebook is we’re like, “Take all of our money, please.”

And you guys wanted to do a Live Video now? Shall we? Let’s do one together.

So you simply log in from your regular Facebook app. I’m not even using my page’s app and I’m not using the mention’s app, I’m just on my regular Facebook app. So now, all I would do is click the little button that says, “Publish.” So we click the publish button. When you click the publish button, what pops up is a smiley face, a place for you to post a photo, a place for you to post a text update or you see that little icon on the very bottom corner? It looks like a person with a halo around their head. So we’re going to click that and as soon as I do, this pops up. So it says, “Describe your live video.” So I’m going to go on now and I’m going to type in, “Teaching my friends on Periscope.” I wonder what they’ll do with the word - I’m going to use the P word. Yeah, because they pick up algorithms on words that you’re using and you know, I’m just thinking that Periscope and Facebook aren’t that good of friends.

So I’m going to say, “Teaching my friends on another app how to use Facebook Live.” Now, I can go in and I can change this title later and I can add a thumbnail. It’s pretty cool. Some tips that I have for you through are to make sure that you’ve got good lighting, you know, because we’re picky scrollers when we’re on Facebook and of course, to encourage people to connect with each other. I have Periscope on one camera, phone, and the other phone that I have is, like it’s an old phone, I have Facebook on. And I can see the comments scrolling right up underneath my face on Facebook Live and I can see the comments scrolling right up on - under my face on Periscope. And what’s amazing on Facebook is that you can connect in real-time with people who are on here, who are, you know, a good person for you to connect with, because they’re like mine did.

Now, why would you want to use this? Well, Facebook now is really favouring Facebook Live videos. So when you go to your newsfeed, you’re going to see live videos first, unless of course you hide because you don’t find it valuable, you don’t find it interesting and you don’t care for it.

Okay. So here’s the deal. First of all, live video is everything, because it’s you, it’s real, it’s not scripted, you can’t edit it, you can’t pretend you’re someone you’re not, well you can try but we can read through it. You don’t have the pressure. It’s weird. Like if I film a video that I know that I have the opportunity to like stop and rewind and I can edit it later, it takes me a thousand times longer. I don’t know why. But when I’m live, when you’re live, you’re just yourself. And so, it’s quicker. It’s much faster. We know this. Like it’s not just an opinion, we know this from looking at market research that when you watch somebody on live video, the time that it takes you to decide if you like, trust and want to do business with the person is shortened by about 100%.

Typically, in the past, we’ve had to get 7 to 10 touches from a person or a product before we decided to take action. With live video, often times, the touch is once because we get what it is we need, what it is our senses are looking for to decide if we like and trust someone.

If you’ve got good emotional intelligence, if you’ve good radar for good people, you look somebody in the eyes, you listen to their vocal inflection, you listen to their jokes, you make an assessment of the way that they speak, the way that they dress and you just say, “I like him,” or “I don’t.” It’s not like a judgmental thing, right. Like you’ve watch reality TV shows where like the weird looking oddball who dresses strangely, like I love that guy. Dude, I love that guy. And everyone you talk to is just like, “I know I love him too,” right? Usually it’s because they’re real and authentic.

And so, the best news of all for those of you who are afraid to go live is there’s nothing to perfect, you’re already an expert at being you. The only thing you could do to mess that up is try to not be you, is like try to, you know, watch somebody else’s video and go, “Oh, got to look like them or talk like them,” you know, like you just got to be you, you got to be a nice polished version of yourself, you got to get to the point, you got to provide value for people, you have to have a point, okay. Can we all agree on that? You have to have a point.

So don’t just get on there and eat cereal because we scroll, we’re over it. But if you have a point and if - especially if you’re point has something to do with helping people and in the simplest of ways, like you’ve got a way that you’d like to do your grocery shopping, you want to share that with people, the way that you do your meal prep. Like you’re looking into a person’s eyes and it’s like, it’s quick, it’s fast, it’s easy. So those of you who are trying to figure out how to do attraction marketing, get on and be on yourself. Be yourself and provide value. The value doesn’t have to be ground shaking or earth shattering, it just has to be valuable.

Like if you’re going to do a meal prep for me or if you - you can tell me how to us Facebook Live, if you can tell me how - whatever it is, if you can provide value, people will enjoy it. Be brief, be bright and be gone. And that’s it.

This episode has been sponsored by courageousconfidenceclub.com. It’s a club that I’ve created specifically to help people who struggle with confidence and insecurities and social settings and just standing up for themselves, being yourself and feeling good about it. All of us could benefit from having more confidence. I’d love for you to just experience a taste of it. So please be my guest by going to chalenejohnson.com/confidencetips.

Now, if you don’t feel like writing that web address or remembering to go there later, all you have to do is while you’re listening from your phone, send me a text message. The number is 949-565-4337 and that is for U.S. residents, then just send me the word Confidence and I will send you access to this video. This video will help you to eliminate self-doubt and just feel more confident in any situation, whether it’s work or personal or just your social interactions. Every one of us can benefit from having more confidence.

There you’ll submit your e-mail address and I will immediately send to your inbox my latest training video where I teach you step by step how to feel more confident in just about any social setting.

I think you’ll find this incredibly useful, whether it’s business or personal or just in your everyday interactions. Confidence is something that makes life easier. It helps you to raise more confident, self-efficient children, it allows us to speak our mind, to stand up for ourselves, to do the things that otherwise we are paralyzed by fear and we just allow our own thoughts to stop us. By learning how to overcome self-doubt and fear of success, you can become that confident person that others are attracted to, the person you want to be, the person you deserve to be, the person you know is inside of you.

So thank you for checking out my free tools by going to chalenejohnson.com/confidencetips.

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