**Chalene Johnson:** Hey, there you are. I am so happy you are here. Let me just shift you over just a little bit. Let me shift me up just a little bit. There we go! I am so happy you are here. I am glad that you are still hanging on periscope, so am I. Today, that’s what I want to talk to you about is some huge, huge exciting things that are happening on Facebook Live and YouTube. Now you know me. I freaking love periscope. I love me some periscope for so many reasons. In particular those hearts but also because I see your comments while I am talking and they go across the screen and I love it on the replay.

Your comments go across the screen when we are talking. I love periscope because this is where I started. I love periscope because I don’t know what it is but I think people are very, very real here. Nonetheless I want to share with you some exciting new changes that I just found out are coming our way on other platforms as it relates to live streaming. If you serve a community who loves live streaming, please share this broadcast because I am going to give you some insight or scoop on YouTube Live as well as some things that are not yet available but coming our way on Facebook Live and what I think this means for Periscope, our dear buddy periscope.

Thank you so much for inviting your followers. I see, I appreciate that and Bret and Holly and BTST, Child Sleep and inside out, Jewels and Kaley and Kerry, thank you so much you guys, I really appreciate that. Let’s start first with the dude who is like responsible for video, the first platform we think of when we think of video and that’s YouTube. So for months, we’d been hearing that YouTube is going to be competing with periscope with their own live version – I mean they have a live version you can use on YouTube but they’ve been talking about creating an InApp ability very much like periscope where people can interact and comment and tag and basically to compete with periscope.

The platform is going to be called YouTube Connect and as I understand it, it is going to allow us to save our broadcasts and to feature those broadcasts on YouTube. Based on insider information, I can tell you and of course I can’t confirm this but from my sources, I’ve learned that YouTube Connect really went into scramble mode when Facebook beat them to the punch by launching it to everybody. Everybody can now broadcast live on Facebook. YouTube Connect has not yet been rolled out. YouTube Connect, I hear they are working on some features because you know if you come to the party and you have all the same bells and whistles as everybody else, how do you set yourself apart, right.

How do you set yourself apart if you are the video giant, if you are YouTube and you are coming in my opinion late to the dance. If you show up late, you better have a freaking amazing, everybody’s jaw drops outfit on, right. You better be like, girl, where did you get that dress – like you need to be like shocking some people because everybody expects you to blow everybody away. Its YouTube is video, right. Thank you so much [0:03:28] some sweet compliments. I appreciate that you guys share this with your followers. Yeah, they are super late to the game now.

So I’ve heard that YouTube Connect had planned on launching but there are some things they hadn’t yet worked out to make it really easy for people who are already following you on YouTube to receive notification. I don’t know if that’s a fact but that’s the rumor. The rumor is that YouTube Connect pulled back on their release because they didn’t have a way to let people who are already following you on YouTube be notified that you are live. So their program is going to be called YouTube connect. We don’t know when it’s going to be launched but the fact that they haven’t figured out how to allow people who already follow me on YouTube to know that I am going live on YouTube, that’s a problem.

Okay so now, let’s talk about some things that happened on Facebook this week. Facebook just came in with like a bam bam! Bow bow! Bow bow! Like they just kicked butt over the last two weeks. They just killed people with their live platform and I will tell you this. When I got hacked, I had the good fortune of knowing people who knew people, who knew someone at Facebook very high up. So I’d made some friends. I am not saying I can call him on a Saturday or a Sunday but I am telling ya, I’ve got some good insider information and I can tell you that when they are strategizing over the course of the next two years, it is firmly focused on becoming a video platform.

Why? Because that’s how we prefer to consume content. So they will no longer be driven towards just text and the possibilities like if you are going to ask me where I think you should spend your time and you are my student like my marketing impact academy students, congratulations by the way. You guys are going to get it all firsthand but I am going to have you focus solely if you are going to pick one. Now if you don’t mind dabbling in two or three, great. Be on periscope, be on Facebook, be on YouTube Connect, be on all of them but if you are going to pick one, I am going to tell you to focus on Facebook Live.

Do you want to know why? Well, for one thing, I can’t do on any other platform what I can do on Facebook, on Facebook Live. I am going to tell you why. Because I can make this video right now on periscope that I am doing but I have no idea really who watched, I don’t know how long you watched for. I can tell who watched but I don’t know how long you watched for, I don’t know your demographics, I don’t know where you shop, what other pages you look at, I don’t know where you live, I don’t know how old you are. I don’t – and why do I care? Because I need to know who I am serving and I need to know how to reach who I am serving because dude! Hello, wake up call.

I am not here for popularity. I am here to build my business, I am here to help other people build their businesses. So if I am going to give my dearest, closest, most important students. If I am going to tell them, if I am going to give them my best advice and say, here is the place where you are going to get the most for your effort, I am not going to say, well this one is more fun. So you should hangout still on periscope because this is fun. We have empires to build here people. So yeah, I happen to be in a position where I can hang out on both of them and some of you do too but I am just telling you. If you have to pick and choose where you are going to spend your time, you’ll better be spending that where you actually get a bang for your return. You see what I am saying.

When I do a Facebook Live video, I know exactly who is watching, their age, I know at what time, I know how long they are watching, I know what videos they like the most, I know which videos they are sharing. All of those things. I want to know that. You know what else I can do, if I kill it on a Facebook Live, I can run an ad to that and I can reach people who’ve never met me before. I can reach a cold audience. I can’t do that on periscope, it’s gone, it’s gone, right. Powerful, powerful stuff. I am quite certain it is because in part due to Facebook Live that our last launch was up 600% for the marketing impact academy. It was up. We closed the doors, we closed two days early, yeah. We closed two days early.

Now I am going to tell you something that Facebook let me do and they are going to let you do it too but I don’t know how long they are going to let us do this. Are you ready? Are you ready? Okay, Facebook Live right now will let you run your own Infomercial for free. They will give you free advertising space. Now if you were to post on Facebook a link to your website, they won’t give you any reach. Mark my words. Go on your Facebook business page and tell us about your business and put a little link about your business in that same text post and you know what will happen to it, your reach will be like meow! Like nothing. It will be nothing, barbarian [0:08:56] because they don’t want you sending anyone other than Two Ways book.

So they will kill that text update whether it’s a picture or anything else. They will kill it if there’s a link in it. However at the moment, this will change because people are figuring it out and then they are telling everybody else. This will change but right now, you can go on Facebook Live as I did all week long and said, hey guys, once a year, I open up the Marketing Impact Academy 2.0, here is what the program is. Here is who it’s right for. Here is who it’s not right for but I’d love for you to check it out. So please go to chalenejohnson.live and join me on a free broadcast.

They literally let me take hundreds and hundreds and hundreds of thousands of people who are watching that video live and they’ll allow me live to tell you to leave Facebook and go over to my platform. Now they are going to figure this out but until they do – until they do, let’s use it. Yes, I did it every single day last week, every single day and in fact, I did a broadcast live on Facebook where I ran separate video footage. While I was live, I did an intro to my show. I showed you promotional materials for everything that marketing impact academy is, I cut to testimonials while I was live and then cut back to me being live all on the same stream. Did you see that you guys?

Facebook will let you do that right now. I did that through a platform called Wirecast. It’s not cheap. It’s not for everybody but my point is, right now, Facebook is letting you do that. Wirecast is a third party application and again unlike periscope, unlike YouTube Connect that hasn’t been released yet, Facebook has given us tools. That’s how we want. We are like, I want tools. Chalene is gaming [0:10:56] the Facebook system. I am just – you know what, I like to show up to places early. I like to show up to places early, figure them out and you have your advantage.

When you show up to any platform early and spend some time figuring it out, you have the advantage and so Facebook is saying, Facebook, this isn’t a workaround. Facebook announced it, let’s see 9 days ago that they are giving access to third party applications and we were like, which ones? Like that means like which ones and one of them was Wirecast, I am like, Do you think Mark Zuckerberg has like angels flying around his head right now because I cannot believe he is doing this during the week of our launch for marketing impact academy. And I was like, “Wait a second, is this real? Sure enough. So Icy and Kevin went to work. There is Icy right there. She is like, “Wirecast is my best friend” And what we figured out, we are like, “Wow, we can actually run it like an infomercial with an intro to the show.“

You could basically cut to commercials within one live stream. This – it’s still, that’s coming to Facebook and it could be released any day because they haven’t given us a lot of information on this but guess what some of the other things we are going to be doing on Facebook. You probably already see it not rolled out to everybody but a lot of pages now, you are actually going to see the hearts and the wows and the ha ha ha’s and the thumbs up now fly across to your face as a broadcaster so you are actually getting that live interaction that we missed when we first realized that Facebook Live was doing live streaming.

We are all like, oh but I love the hearts. Well, yeah they are listening. They’ve been listening and now, those are available to us. Well, it’s coming soon. I don’t know when but it could be any minute now is they are going to allow – they are going to allow us to Doodle right on the screen. Now I don’t know how that’s going to work. I don’t even know what that means but they are going to allow us to Doodle on the screen. Just the broadcaster will be able to do that but how amazing is that. How cool is that going to be.

So anyways, we used Wirecast and we were able to broadcast by starting the show because there is a switcher and it allowed us to start the show with the show intro which was the graphics and all the music and the sound that we use for the marketing impact academy. Then we went live to me. Then when I wanted to take a break or if I wanted to look at the questions that I was getting and answer while I was teaching, we cut to a testimonial video. Then this is all within the same stream. We didn’t have to finish the broadcast or stop the broadcast or anything.

So think about the possibilities. You could literally start having paid broadcasts like you could have other broadcasters or other sponsors sponsor your broadcast and Facebook is cool that because now I don’t know if this is one everyone’s Facebook live stream but as you open your app and you are about to broadcast live, there is a little icon that looks like two hands going like this and it allows you to tag someone who is a sponsor. Your mind is blown so far by MIA. You don’t even know. We are just playing around right now. We haven’t even – we won’t start to dig in until Monday. All that stuff in there that was blowing your mind, I am happy you are happy with it.

So what I want you to notice is that there is a lot of new and exciting things that are coming our way from Facebook Live because they are huge. They are Gorilla. Nobody can compete. Guess what else they are going to give us the ability to do? Filters, yeah. They are going to allow us to put filters while we are broadcasting. You know what filter I am certainly hoping for? Like one that’s like soft and romantic like the fuzzy filter, you know the filter I am talking about. You are like, “hello, Barbara Walters, Oprah Winfrey like that filter. Yeah filters. They are coming up with filters. We are going to be able to Doodle on the screen and there is going to be better metrics for all of us who are going live so that you can know how many like brand new unique viewers like not just people who are already following you but you want to know, okay who was here who was unique.

I want to know who is it that I am attracting and who is it they are sharing and at what point are they dropping off like all of these things are amazing and we need that and we don’t have them on periscope. Yes, it’s fun, yes it’s very interactive, yes, it’s an ego boost [ph 0:15:10] to see the hearts flying by but you guys, the bottom line is, we don’t want to get like who wants to guess. I want to know what’s working. I want to know who I am talking to, I want to know where they live, I want to know how old they are, I want to know what their pain point is, I want to know how it can help them, I want to know how it can serve them and by gosh darn it, I want to advertise to them if I can. I can’t advertise to anybody on **Facebook**. Now why do – I mean on periscope.

Why do you want to advertise? Because on Facebook, it is the best investment I’ve ever made in my business like we have a daily spending limit on our advertising on Facebook and we go to that max every single day. Why? Because it works. Not because of the information you’ve shared on Facebook but because of all of the other places you’ve been online. And you – and it is said to you, “hey, would you like us to just use your Facebook sign in while you are here shopping?” And you are like, “Yeah that’s super convenient because then I don’t have to come up with the new sign in or log in, right and you are like, sure just use my Facebook information. Yeah thanks and then Facebook takes all of that information.

They glean all of it and they can retarget you and they can know everything about you and it’s just kind of an amazing little web but you’ll, Facebook knows everything about you and then some and not from your activity on Facebook but from your activity on the planet. It’s everywhere and so you know, we can’t beat that game, that’s just that game except we can use it to our advantage. We can use it to our advantage and we can use those demographics to find exactly the people who we dig and I run very targeted ads so that I am – like I literally I run ads based on TV shows that I hope that they are watching, other pages that I hope that they are liking, their sense of humor, where they shop because – and when you come to one of my events, you will be like, that’s weird. All the people here are like really funny and laid back and they are very positive and they all have kind of a similar attitude like they all – I mean they are all very good looking but that’s just a coincidence but they all have a very, very similar attitude. Ask anybody.

Are there people here who’ve been to one of my events and you will be like, yes, weird, they all have like the same attitude, yeah I know. That’s because I don’t target those whiner complainer, you know people who are with your pity parties and are at the back of the room complaining to the event organizer and trying to sell you their crap and just yah! Bah! Go away. Right like I purposely – please don’t come to our event. Yeah and right now with the marketing impact academy, we’ve just – we’ve closed the door. So I am not preaching to you. I am not selling or trying to talk you into anything because we can’t get in anyways but we will and it is our goal to refund a certain percentage of people who’ve joined the second we realized that they are going to be the rotten apple.

If there is a rotten apple in the group, we’ve got ways to identify them. They have a very – it’s a very clear tendency that starts happening in their post and I feel like it is a disservice to everybody else who is in the group when those rotten apples show up even if it’s like, there is no harm, no foul, all they’ve done is the super long annoying post and you think, well, they didn’t do anything negative. Umm, I think they did. I don’t think it was intentional but I don’t want that to permeate and I don’t think that when people make a huge investment like that that they deserve to be brought down. So we will be like, “Hi umm, excuse me” So we would like to refund your money and we do that because it’s too valuable.

It is too valuable to have the right kind of people in the right kind of environment in the right moment, right? Yeah, so that’s a pretty cool thing and Facebook allows you to do that. So what will happen to periscope? That’s the last thing I want to talk to you guys about. What’s going to happen to periscope? I am a little worried and I think others are too. Clearly evident by the number of investors who have pulled out big, huge investors who’ve pulled out of anything related to periscope or companies that were building their business on periscope’s – what are they called? Tail feathers, no. What are those called? Tails, on their tails, coattails, yeah.

Unfortunately, we found out today or yesterday that Catch was going away and they’ve lost significant funding and coattails, that’s right. The companies who are building their business on the coattails of periscope and their API are – were seeing some very significant movement. I would love to be optimistic about periscope too but they’ve moved too slowly and it’s no fault of their own. Man, they had a good thing going. They – ah and I am not going anywhere. I am going to keep coming back but I do feel as a – somebody who likes to share their answers, I think it’s important to share my hypothesis and to back it up with things that I am reading and things that I am seeing.

So could I be wrong? Of course but I think it’s really important to note why it’s such a vastly huge gap between what Facebook has done, what Facebook is doing and what Periscope hasn’t done. So what say you? Where are you going to focus your time and why? I would love to hear from you.