

CHALENE *johnson*

BLAST **YOUR** BROADCAST

**LIVESTREAMING
SECRETS REVEALED!**

Increase Facebook Reach by
500% with Live Streaming

Get ready to become a live streaming PRO! Whether you're going live on Facebook, Instagram, YouTube Live or any other platform to build a following and connect with your very own Lifers, this quick-start guide will help you get the most bang for your buck.

Live streaming is where it's at! People want to see the real you, not a prim, polished, rehearsed version of you or your perfectly edited video. This is how we connect and build trust. The people who jump on this opportunity will rule the Internet over these next few years and reap the many benefits that come with it. When we get to know the real you, and we like you and trust you...THEN, we want to do business with you, which is why live streaming is the place to be!

In this guide, we'll cover the best techniques to get noticed on any platform, because each one has it's own unique vibe...and so much more!

IN THIS GUIDE, YOU'LL LEARN:

- ✓ The awesome power of live streaming and how to use it to spread your message, share your story, improve brand awareness and build your business.
- ✓ How to run a killer broadcast, current best practices, how to connect with followers and build trust to ultimately build your business.
- ✓ How to overcome your fear of going live and be super confident on camera.
- ✓ How to repurpose your live broadcasts on other social media platforms, so you can grow your followers and your email list.
- ✓ My favorite easy-to-use video tools for filming high quality, live stream videos from your phone...on a budget!

THE POWER OF LIVE STREAMING

Live Streaming allows you to broadcast live to a chosen platform, using the camera on your smartphone. It's super simple and the social interaction with your viewers makes it even more fun!

Live streaming is hands down, one of the most powerful ways to build a long lasting relationship with your followers.

Interaction is key! Not only can you interact with your viewers, but they can interact with one another, too. This allows you to build a strong connection with your followers.

When a viewer is able to see your body language, facial expressions, and connect to your words, trust is built and they feel like they know you on a deeper level. And when people trust you, they want to do business with you!



LIVE STREAMING PLATFORMS ARE THE PLACE TO BE! WHICH ONE SHOULD YOU BE ON?

Facebook Live and Instagram Live are currently the most popular platforms, with Facebook being the most powerful at the moment simply because it has the greatest number of users. However, there are plenty of others as well...AND that doesn't mean you can't have a strong presence on another platform. Go where your potential customer is...and go live!

You Can Live Stream from Any of The Following:



Others:



HOW TO RUN YOUR FIRST LIVE STREAMING BROADCAST

3 MUST DO STEPS BEFORE YOU GO LIVE (ON ANY PLATFORM)!

#1. Connect to WiFi: Broadcasting on a reliable internet connection will minimize any freezing, delays, or disconnections on your end.

#2. Check Your Phone: Live streaming drains your battery, so make sure your phone is fully charged or plugged into a power source. Also, turn on your “do not disturb” feature so that your broadcast isn’t interrupted by a phone call or notification.

#3. Check Your Surroundings: It’s important that you are broadcasting in an environment without too many distractions for your viewers such as background noise, poor lighting, etc. Mount your phone on a stand, so you’re not holding it up or fussing with it during the broadcast.

HOW TO GO LIVE ON FACEBOOK

STEP 1

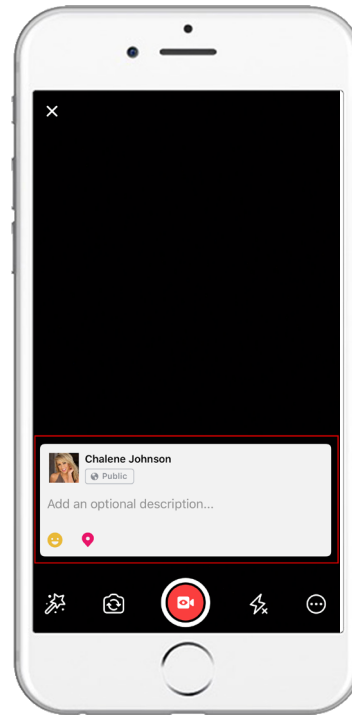
From your Like Page, click “Live.”

**Note: You can also go live from a profile page. However, it is highly recommended that you go live and build your following on your Like Page instead.*



STEP 2

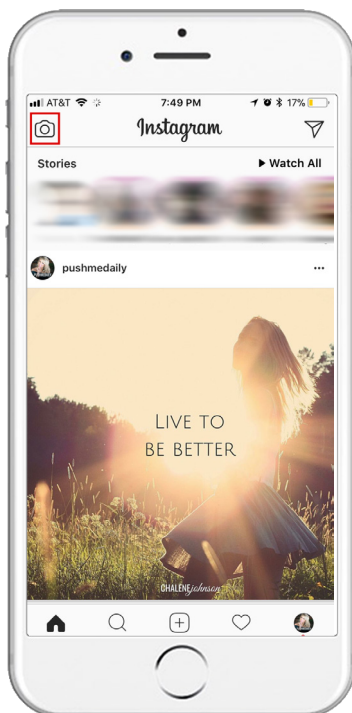
Add a short, to the point, captivating description, and hit record!



HOW TO GO LIVE ON INSTAGRAM

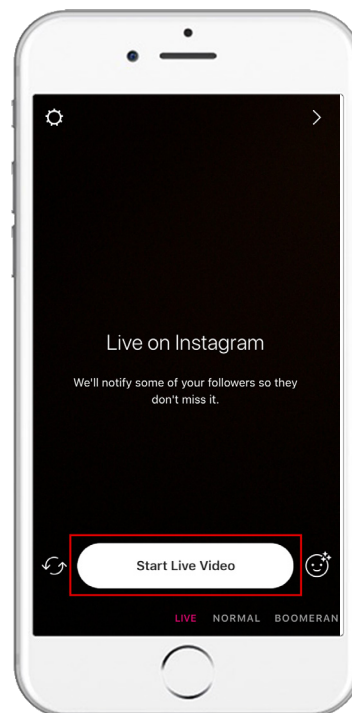
STEP 1

From your Instagram app, click on your profile picture under Stories or the camera icon in the top left corner.



STEP 2

Click “Live” then “Start Live Video”... and you’re on!



7 STEPS TO RUN A KILLER BROADCAST WITH KILLER CONFIDENCE

1. Know Your Topic- Do your research and take notes on the points you want to cover. Pick 3 to 5 tips, steps, or points to hit on. My recommendation is to stick with 5 or less to stay on track.

Before you go live, make sure you feel confident about the topic, tips, or steps you're planning to go over. Use the notes you've outlined to help you stay on topic. Don't feel like you need to have all of your points memorized. It's totally fine to look down at your notes to remind you of what you want to say.

2. Get Going Right Away

Once you start your broadcast, get right to it! Tell people what you're going to talk about, introduce yourself, and then dive right in. Don't wait for people to show up, mess with your hair, or point out if no one is on the broadcast. Just go live and get going!

3. Allow Time for Interaction & Sharing

Aim to be live for a minimum of 10 minutes up to 20 minutes. While you want to get to the good stuff and start delivering content right away, going live for at least 10 minutes gives people a chance to show up and engage, which boosts organic reach. On average, people spend up to 3x longer watching a live video than an uploaded video. Facebook, actually recommends going live for at least 20 minutes: the longer you're live, the most people will find you in their newsfeed. Let people know what you're covering, ask a few questions to get them chatting with you and one another, and ask them to share your broadcast to help more people find you. If your content is well thought out, and you deliver, they'll be happy to!

4. Make Eye Contact

Make sure you make eye contact with the camera, not the screen. When you look into the camera lens, the viewer feels as if you are making eye contact with them. Eye contact creates a deeper and more trusting connection between you and the viewer. When you look at the screen, it appears to your audience that you're looking down.

5. Talk to Your Viewers Like a Close Friend

When addressing your viewers, pretend you're talking to a close friend! You might even choose a specific person to visualize. This will help you relax on camera and let your personality shine through!

6. End with a Call to Action

Connecting with people on social media is great! But the business building happens when you can take the relationship to the next step...OFF social media to a platform YOU control. This means getting them on your email list. It's always a good idea to finish with a call to action sending your viewers to a "freemium" (some type of content or free gift they can receive from you for joining your email list), or asking them to join your newsletter for more awesomeness like they just witnessed live.

7. Take the Leap!

The only way you get good at anything is with practice. Don't expect to be amazing overnight. Be patient with yourself and know that each time you go live you'll get better and better! If fear is holding you back, let me ask you... what exactly are you afraid of? Whatever it is, I bet with practice, that fear would dissolve! Sometimes in life you have to just take a deep breath, get over yourself, and jump.

Struggling to Hit that "Go Live" Button?

Do you really want to go live and totally get the benefits in doing so...but for some reason you just can't seem to bite the bullet and hit that record button? All you need is a little extra confidence! We all have it, but sometimes we could use a little more in certain areas. If you're feeling stuck, I created a program to help my students just like you! Confidence is like a muscle. It can be strengthened with exercises...and these exercises are actually pretty fun! Before long, you'll be EXCITED to go live!

Check it out: www.getcourageousconfidence.com

HOW TO REPURPOSE YOUR LIVE STREAM & BUILD YOUR BUSINESS

Always save your broadcasts. It's great footage and can be used on so many other platforms; which saves you time! I personally don't recommend using a live streaming platform that doesn't allow you to save your live footage...it's golden!

Make your live broadcast uniquely you! This means adding certain elements to it that might be unexpected to the viewer; such as a prayer, a dance break, an inspirational quote, or a motivational quick tip. Whatever makes it feel more uniquely you.

Promote your broadcast replay by using other social media platforms. Whether you share the broadcast directly or take the saved video and chop it up into snippets that you can use to promote the broadcast on platforms such as Twitter and Instagram.

Once the broadcast is saved to your phone, upload it to an organized folder in a file sharing/storing system like Dropbox. From there, you can share the link with a virtual assistant or with your team, who can then cut up and edit the video into valuable content for your other social media platforms.

When you go live you get the most bang for your buck when it comes to content! Take the saved live broadcast and do the following: strip the audio and turn that into a podcast, transcribe the video and turn that into multiple blog posts for your site, turn the tips in the broadcast into tweets, cut up the live video into short snippets that can be posted on other platforms. You now have content to plaster your other social media platforms with, but it required less time!

What the What?! This Sounds Complicated..

Not a video editor? Or maybe this process sounds a little too time consuming... It doesn't have to be! Did you know you can get the help of highly qualified video editors and social media wizards for about \$3 an hour?! Yep! I break down how to get your digital life organized, where to find help, and how to get them started on a budget. What if you could take ONE live stream video and use it to create enough content for all of your social media platforms for an entire month? It's possible! Imagine what you could do in your business with all that extra time on your hands? I break down how to get your digital life organized, where to find help, and how to get them started on a budget in my Virtual Business Academy

That's what Virtual Business Academy is all about!

www.chalenejohnson.com/vba

MY FAVORITE TOOLS FOR FILMING HIGH QUALITY VIDEOS FROM YOUR PHONE...ON A BUDGET!

These are the tools I use, love and recommend to all my friends when it comes to filming great videos for your online business. You don't need a studio and a ton of costly equipment. You can start with just your smart phone and some of the tools listed below, and create high quality footage for extremely cheap. Because I use and recommend these tools, I am an affiliate for some of the things I have listed below (meaning I get a commission when someone uses my link to make a purchase). If you use my link (just copy/paste in your browser), I greatly appreciate it – however, please don't feel like you need to. These are just great tools that I would recommend regardless of whether you use my link or purchase it directly from the source. I hope you find these tools as helpful as I do!



LUMEE CASE LIGHT

A smart phone case that lights up your face. <http://amzn.to/2gQVPIP>



STELLAR RING LIGHT

Circular “ring” light that provides a professional look and the most flattering lighting you will ever, ever have... well except for natural light!

www.stellarlightingsystems.com

MORE GADGETS ON NEXT PAGE --->



SMART PHONE STAND

Ideally a portable one small enough to fit in your purse/bag.

<http://amzn.to/2y66Hu0>



PHONE HOLDER WITH SUCTION CUP MOUNT

Allows you to attach your mobile device to a wall, window or mirror while filming.

<http://amzn.to/2xyfi5u>



IPHONE 7+

Great smart phone for filming. Super high quality and the large screen makes it easy to check your shot.

<http://amzn.to/2vQLkfu>



BOYA MIC

An affordable microphone you can clip onto your shirt for better sound quality.

<http://amzn.to/2xeVerl>

DISCLAIMER: I do not claim to be “the” Live Streaming Expert (it’s only been around for a little while). Rather than refer to myself as an expert at any social media platform, I have a way of doing things I have found to be effective, and I’m obsessed with sharing what I learn. I do consider myself keen at spotting trends and understanding how to use social media to build relationships and business opportunities.