

Facebook Live Checklist

Brainstorm Pain Points

Day Before

- Post: I'm going live tomorrow at _____
- Teaser video if you want
- Tell audience to start thinking about your topic

Morning of, you can post a reminder if you want

LIVE

- See broadcast checklist

Afterwards

- Save video (download)
- Edit description or add links
- Generate captions
- Share to groups
- E-mail out link



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Broadcast Checklist

Start with your HOOK

Introduce Yourself - Elevator Pitch

- Ask if people can hear you
- LIKE if they can
- Say your HOOK again
- Introduce the topic and ask how people feel about it
- Explain why you want to talk about it and re-introduce yourself a little bit

Point 1

- ask for comments, even if they aren't watching you LIVE

Point 2

- Ask people to SUBSCRIBE on mobile or follow you, if they're finding it useful

Introduce Yourself - Elevator Pitch

- By the way, if you're just joining me...
- I'm _____ and we're talking about _____, please comment.

Point 3

- etc...

Close

- Ask for feedback
- Any questions ?
- Say hi to others who may have joined in
- Don't forget to subscribe or follow me!

END.