

5 STEPS FROM UNSEEN TO UNSTOPPABLE WITH FACEBOOK LIVE

BY JENNY DE LACY



THE VISIBILITY COACH

Confidence Unleashed

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STEP 1: PLAN

Don't waste precious time and energy going live without planning first. Here's what to do:

- Be audience focused - what do they need from you? What are their concerns and challenges that you can address?
- People can tell when you have them in mind. Focus on who needs you
- Decide on the purpose for your Facebook live - is it to educate your audience, introduce yourself in a group, promote an event?
- Where in your overall content plan and marketing will this fit? Every piece of content earns its place



STEP 2: PREPARE

Getting ready to go live. To help you stay on track, to get some eyeballs watching, to improve your confidence

- Live from your desktop or phone?
- Be ready with your introduction
- Make sure you have clicked do no disturb if you often get interrupted by phone calls or notifications
- Do you have enough light and can we hear you?
- write a few words for the points you want to cover to keep you on track

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STEP 3: PRODUCE

Go LIVE!!

- Not sure how? Here's a video tutorial
- Look at the camera lens and smile prior to connection
- Have an introduction and call to action ready to go
- Follow the points you planned, and welcome people watching/manage comments as you go
- If you are passionate about your message, have your purpose in mind, then the mechanics will NOT throw you off your game



STEP 4: PUBLISH

Then What?

- Click FINISH
- Choose Upload Video (if you really didn't like it you can delete it here instead of saving it to Facebook)
- Give it a few minutes to load and then go in and change the video thumbnail (not sure how? Here's 4 min tutorial)
- Decide if you're going to add captions (you can see four ways to do that here, or use autogenerate directly in Facebook)

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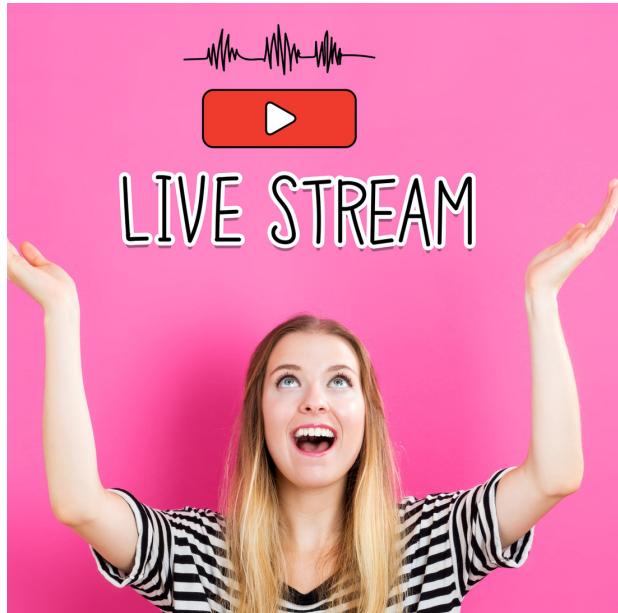
STEP 5: PROMOTE

Making the most of Facebook Live

- Share the post in other groups
- Share to your other pages
- Pin it to the top of your page for a few days for more views,
- Download it and share it to youtube
- Make sure if you're going live again to add a post announcing your live time and date to get more people ready to see you next time

BONUS!

Here's a WHOLE page of resources for FB live - all the potential pitfalls and how to avoid them, video tutorials and confidence strategies - and it's FREE!!



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ABOUT JENNY DE LACY

Jenny De Lacy, The Visibility Coach, is **the** confidence kickstarter for businesses to successfully implement video marketing, to grow their people, their profile and their profit.

After a 25 year career as an L&D Consultant, creating audience-focused programs, and powerful presentations to develop people, she brings the system and process needed to make video marketing uncomplicated, simple and NOT scary.

THANK YOU

Thanks for taking the time to download 5 STEPS FROM UNSEEN TO UNSTOPPABLE WITH FACEBOOK LIVE. I have put this together to save you time and energy, so can use this incredible FREE resource to grow your business and your bottom line! Seriously, this may seem like a simple list, but believe me, this list is the result of years of experience, going live over 300 times, trial and error, plus hours and hours down internet rabbit holes and continuous learning on my part. I want to share it with you now so you can create powerful Facebook Lives that have absolute impact on your target market and make you feel AWESOME.

Enjoy your guide!

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Jenny De Lacy

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- Setting Up For Success With Your Profit Focused Video Marketing Strategy
- Client-Centred Content Planning That Converts
- Your Personal Branding Video Blueprint
- and more...



TESTIMONIALS



I Jenny has a way of making your fell more confident increasing Facebook Lives. She not only takes the time to share Facebook live tips and tricks, she also thoroughly goes through all the equipment and anything you could possibly need to make your facebook Live a success. I am so thankful for her help, thanks Jenny

— **Sam McFarlane - Sam Says**



I went to Jenny's workshop at the last minute and didn't really know what I was in for! I learnt so much I was bursting! She has trained my team and oconitnues to be an asset to our marketing

Louisa Tew - Away Team