

*Unleash your inner  
celebrity!*

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21 STEPS TO A  
FABULOUS FB LIVE

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## PREPARATION

1. Before anything, **make an announcement** that you will be going LIVE with an **attention grabbing post title to attract viewers**. Both will give people a heads up, thus giving you a bigger audience.

2. Find the **best lighting for your face**. If you have access to a ring light and/or a light box set, great. Otherwise, natural lighting is best (face a window) when out and about, or find anything that will light your face from the front.

Try to avoid lighting that is only from above and do not shoot with light coming from behind you...if you do, this will cause the audience to only see you in silhouette. **We want to see your face!** I always say that lighting can either add 10 pounds and 10 years, or take them away! I'd rather the latter and awareness of lighting will take care of that!

3. **Use and connect a lavalier microphone** if possible. Your audience is keenly aware of good and bad sound in this day and age of technology, so make sure you sound and look your best (and on brand) to attract and keep the attention of your viewers.

If you do not have access to a mic, then make sure you **speak directly to the camera as much as possible**. Your audience will not receive your message if they cannot hear you!

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4. **Use a tripod.** Holding your phone, or using a selfie stick works, but causes for a shaky frame, can get tiring, and it doesn't allow you to use your full body to express.

5. Tips for your phone: make sure it is **fully charged**, or plugged in! There is nothing worse than your battery running out right when you are sharing the most awesome tip! Also, for added coverage, have your **wifi on** and in **Airplane mode**.

6. Be aware of your surroundings so to cut down on distractions. Have a clean background (that represents your brand) and avoid background noise.

7. Open your Facebook and **click on "Go Live"** on the page you desire to go live in. Don't worry! You are not LIVE yet! **Put in your attention grabbing headline** (add a link here as well if you will be giving your audience a Call to Action to go to a link.)

8. Make sure you **determine the privacy setting**. Go to "Friends", or "Public", but if you want to practice, you can use "Only Me". When ready, you can change the setting on this post to "Friends" or "Public".

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9. Make sure to **frame the camera** so that we don't just see your face (we'd appreciate not being able to count your nose hairs! :-)). Hold it far enough away from your face where we can see a slight space above your head and see your shoulders.

**Do this in landscape** as that is what your viewers are used to seeing while watching TV and at their computers, but can be done vertically if needed (whichever direction you do it, place it that way before you go LIVE.

**Whichever view you go LIVE on is the view it will stay...**if you decide to change it during filming you will appear sideways for your viewers.).

10. As you prepare yourself, make sure to remind yourself that when filming, **look at the tiny lens, NOT the screen**. Eye contact is super important in making a connection with your audience and watching yourself in the screen does the exact opposite. You can always go and watch yourself later...your connection with the audience outweighs the importance you put on your appearance.

11. Before going LIVE, **ground yourself and breathe**. Take a moment to collect yourself and get into the moment. Review in your mind what you will be covering and why you are going LIVE. Now relax. If you need to do some power posing (Wonder Woman pose) for a couple of minutes before, do it!



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## TIPS DURING THE LIVE

12. It's time to push the "Go LIVE" button! One of my tricks is while the countdown happens, SMILE naturally and slightly rock back and forth so that the moment you see your image start moving you will begin speaking. It is frozen during the countdown and if you start speaking right when the numbers are gone, some of your words will be lost.

13. You are LIVE! Unleash your inner celebrity!™

14. Right away, introduce yourself and what you will be talking about that relates to your audience's pains. ("What's in it for the viewer" is your eternal mantra!)

15. **Welcome** those who are coming on **by name** (as well as the replay viewers), tell them that you appreciate hearts and thumbs up so that you know who is coming on and which things resonate. **Ask for comments to create dialogue and invite viewers to share NOW!**

**WARNING!!** DO NOT spend too much time talking with people that is off topic! Your audience is there to hear and learn from you, not how many kittens your cousin's best friend's cat had this weekend!

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16. Go into your message! Give them **VALUE, VALUE, VALUE!!**

17. When answering statements, or questions from viewers, make sure to **state what the viewer said before answering.**

18. Make sure to hold your LIVE with **energy, presence and awareness of what the viewers are watching.** YOU are a host! Treat it like you are hosting a TV show because you ARE! :-)

19. **HAVE FUN!** Facebook LIVES are all about **conversation, sharing** your message for the masses to hear, and **interaction.** (And remember that you will have **MANY MORE REPLAY** viewers than LIVE, so don't fret if there aren't as many live audience members. The replay is where the \$\$ is, actually!)

20. Close with a **compelling Call To Action (CTA)**, inviting people to go to the website, like the page, share, comment, sign up for the next event, etc.

21. Tell them **when to expect your next LIVE** and **what the topic will be!** This creates more loyalty and repeat viewers that fall in love with you, your brand and your **PRODUCTS AND SERVICES** wanting to buy from you!