

# Go Live Checklist

## *Before you go Live*

- Tell your Community when & where you'll be Going LIVE.
- Write down a compelling title in Notes or a Word Doc so you can copy/paste it when it's "go time."
- Write 3 - 5 bullet points on a post-it note and stick it to the wall in front of you. Include CTAs
- Check wifi connection & battery charge.
- Turn off any music playing in the background to avoid copyright infringement.
- Plug in your microphone.
- Open camera to check angle, lighting, and background.
- Go to settings and put your phone on "Do Not Disturb."
- Display products and/or props on a shelf or table for easy access. Hack: An ironing board works too.

## *During the Live broadcast*

- Start talking right away. Introduce yourself to both live and replay viewers & tell 'em what's in it for them. Ask a question to get the engagement going.
- If you're going Live on your Business Page share it to your VIP Group & invite members to watch.
- Give, give, give! Sales will come when viewers get to know, like and trust you.
- Make it personal. Say hello ("Hi Colette!") and respond to questions by repeating the question so replay viewers know what you're talking about.
- Introduce yourself again & recap your topic 1/2 way through your broadcast for latecomers.
- Ask another question. More comments = the more people who will see your post in the Newsfeed.
- What do you want viewers to do? Close with a comment CTA so you can identify leads.
- Thank viewers for watching and sharing!

## *After the Live broadcast*

- Edit the video: include a description, thumbnail, title, tags, playlist, captions (optional).
- Respond to viewers comments & follow-up.
- Host a Watch Party within 24 - 48 hours to gain more views.
- Download the video and repurpose the content for YouTube and IGTV.
- Send the replay link via email or text to your email list