

8 Tips for Effective Livestreaming - Cheatsheet

1. Set an intention before you go live:

- Even if you plan to speak off the cuff, know ahead of time what you're going to talk about, and what you'll promote.
- If you plan to share links in your livestream, prepare them ahead of time

2. Write a catchy description for your post. If possible, include a link to your blog or website.

3. Introduce yourself powerfully:

- Give your name, and the name of your company or website
- Share your mission statement, if you have one
- Give a brief description of your topic:
 - "In this video, I'm going to share some tips on ..."
 - "This is my 'Day in the Life' video"
- Be sure to speak clearly, so that you can be understood.
 - If there are any trouble spots where you find yourself stammering or sputtering, practice your delivery in front of a mirror, or with a friend.
 - If there is something that you're saying that don't quite believe or understand, your voice will give you away, so be sure to have clarity and confidence.

4. Give your livestream:

- Pay attention to any comments and questions
- Answer questions, and address commenters by name when possible
- Also solicit questions when possible

5. Give a brief summary of what you discussed

- This is also good for the viewers who missed the beginning

6. Remind us who you are

- Tell us your name and company, or website

7. Give ONE Call to Action

- "If you'd like more tips, visit my blog at MySite.com"
- "If you'd like to learn more, you can sign up for my course at MySite.com/course"
- "If you'd like to work with me further, check out my coaching packages at MySite.com/coaching"
- "You can also get my free report, '7 Ways to Solve a Specific Pain' at MySite.com/pain"

8. Post the links you referred to in the comments section as soon as possible.

BONUS TIP: Use Pretty Links for easier calls to action

The WordPress plugin Pretty Links is a free tool which enables you to create links that are easy for you to share in a livestream, and easy for your viewers to remember.

For example, if you want to send your viewers to a website that is long or difficult (like an affiliate link), you can say, “You can check out this cool laundry hamper at UnclutterAngel.com/hamper”.

Or if you have a page on your blog dedicated to resources or tools, create a shortcut link that’s easy to say and repeat. You can talk about various items in your livestream, then say, “You can find them on my website at MyWebsite.com/tools.

That way, your links are easy to say, and easy to remember, which makes it easy for your viewer to visit.

So to summarize these livestream tips:

- 1. Set an intention before you go live:**
- 2. Write a catchy description. If possible, include a link to your blog or website.**
- 3. Introduce yourself powerfully**
- 4. Give your livestream**
- 5. Give a brief summary of what you discussed**
- 6. Remind us who you are**
- 7. Give ONE Call to Action**
- 8. Post the links you referred to in the comments section as soon as possible.**

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Come practice your livestream videos in my Internet Famous VIP Mastermind Group on Facebook: <https://www.facebook.com/groups/internetfamousvip/> Use hashtag #viplive