
THE GO-LIVE PREP LIST



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VISIBILITY STRATEGIST AND COACH

THE “GO-LIVE” PREP LIST

Before the Broadcast:

- GIVE NOTICE TO YOUR FANS THAT YOU’RE GOING LIVE (Email, Facebook Post on Personal Page AND Business Page. Tell them when AND where.)
- CREATE TEXT OUTLINE TO FOLLOW + REPURPOSE AS BLOG
- WRITE A CURIOSITY INDUCING HEADLINE TO ENCOURAGE VIEWERS TO POP IN
- MAKE SURE YOUR BATTERY IS CHARGED
- TURN ON AIRPLANE MODE
- CONNECT TO WIFI (IF POSSIBLE)
- OPEN CAMERA TO CHECK LIGHTING AND POSITIONING
- USE A TRIPOD OR SELFIE STICK FOR STABILITY

During the Broadcast:

- INTRODUCE YOURSELF, INCLUDE NAME, TITLE AND EXPERIENCE
- ASK VIEWERS TO SUBSCRIBE TO RECEIVE LIVE NOTIFICATIONS NEXT TIME
- TELL VIEWERS WHAT’S IN IT FOR THEM ASAP!
- REMEMBER TO FOCUS ON VALUE, VALUE, VALUE!
- INTERACT WITH VIEWERS (GREET THEM BY NAME WHEN POSSIBLE)
- ANSWER QUESTIONS - FIRST, REVIEW AND STATE THE QUESTION AND THEN ANSWER IT
- TELL THEM WHAT TO DO NEXT (Click Link, Share Broadcast, Take Actions)

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After the Broadcast:

- MAKE SURE THE VIDEO POSTS TO YOUR FAN PAGE
- EDIT THE VIDEO (ADD TITLE, TAGS, CAPTIONS, LINKS)
- CHECK BACK TO REPLY TO QUESTIONS AND COMMENTS
- SHARE THE REPLAY ON YOUR OTHER SOCIAL PLATFORMS
- DOWNLOAD AND ADD TO BLOG
- RUN FACEBOOK LIVE AS AN AD
- SET UP RETARGETING ADS
- MAKE SURE SALES SYSTEM IS LINKED AND RESPOND WITH LINK TO RELATED COMMENTS
- UPLOAD TO OTHER VIDEO SITES LIKE YOUTUBE, or IGTV

ANSWERS TO YOUR FREQUENTLY ASKED QUESTIONS:

CAN I JUST RECORD AND POST A VIDEO TO MY PAGE:

Yes, absolutely. Recording a video and uploading it (following the majority of this checklist). The advantage of “going live” is getting to interact and engage with viewers.

WHAT IF I DON'T HAVE A CALL TO ACTION?

Easy enough to create a quick one. A smart transition is saying something like, “And by the way...” and continuing on to tell them about how you work with customers or your current offer. You can also build an “application page” with a tool like ClickFunnels and tell them to apply to work with you OR book a discovery call.

PREPPING FOR YOUR LIVESTREAM OR VIDEO

The topic I will be talking about today will be:

My “attention getting” title is:

“How to _____, Even if _____.”

“X Number of Ways to Get Clients Online”

The Five Points I want to Make in 5 Minutes Are:

PREPPING FOR YOUR LIVESTREAM OR VIDEO

My Call to Action will be:

(Where can they find more information about you?)

I will repurpose this video by:

(Turn into a blog post, share a clipped version on Instagram, upload to YouTube.)

I will follow up directly with viewers or anyone who commented by:

(Asking them about their businesses, responding to their conversation, moving the conversation to private messenger).

FINDING SUPPORT

In order to truly have the successful business you want, you've got to get a handle on marketing yourself consistently - not just when you need more clients. With all the information and opportunity out there - from creating funnels to Facebook ads to mastering every platform ever created - it's no surprise there are business owners out there who are killing it. Impacting thousands of lives and making great money while doing it.



But that same wealth of information is what leads to fraidy feeling and overwhelm.

- **Where** do you start?
- **What's** the right next move?
- **How** do you make sense of all the information you have available and actually use it to grow your business?

I'm here to help answer all of those questions (and more).

**APPLY FOR A
STRATEGY CALL NOW**

ALLIEBJERK.COM

**JOIN MY FREE
ENTREPRENEUR COMMUNITY**