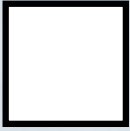
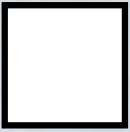


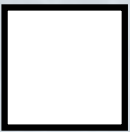
Facebook Live Checklist



1. Set a goal & pre-plan what you will discuss.



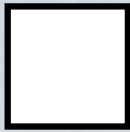
2. Create a descriptive/attention grabbing title.



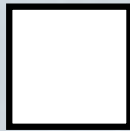
3. Spend the first 30 seconds greeting your audience & asking them to like and share.



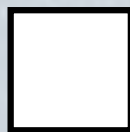
4. Be fluid and engage with viewers, but stick to your outline.



5. Don't forget to mention your promotion.



6. Give a call to action.



7. Measure results!

Got questions? DM us on Instagram! @rosemintmedia
or email digital@rosemintmedia.com.



Why are you going live? Think about the way and tie it to a goal. Want to increase your audience? Then an example goal is "Gain 20 new followers". Your goal should help shape what you discuss. Create a solid outline with main topics and notes on points that you must remember to mention.

A great title will help to grab viewers. A specific title will help to build your tribe. So think unique and specific!

Greet viewers, but don't linger in getting mode too long because you will lose your viewers who missed the live, but are watching later!

Be open to relevant questions and do give a little one on one attention, but don't forget your audience as a whole, We have short attention spans!

You're not just going live to look cute (although you should put some effort into your look). Tell your audience what they can buy from you!

Whether it's tag a friend, like & share, go to your website, join your mailing list, etc., tell your audience what you want them to DO.

Track views, likes, and shares to see how you are growing over time.

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