

**FB LIVE**

*checklist*



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he age of instant content makes platforms like Snapchat, Instagram Stories & Reels and Facebook Live big players for reaching your target audience. Now if you are saying to yourself “Snapwhat???” or if you’re hesitant—that’s fine (and completely normal).

But there are perks you should know about using instant content to grow your brand and your audience.

- 61% of marketers see video as a “very important or extremely important” part of their marketing strategy.
- 30% of marketers see video as a more important part of their strategy than their website.
- 74% of marketers say video has a better return on investment than static imagery.
- 68% of marketers say video has a better return on investment than Google Ads.

**Facebook is the most popular (75%) social channel for marketers to post videos, followed by YouTube (70%), and Instagram (58%).**

By implementing Facebook Live into your content strategy, you provide an instant, real-time source of content for viewers that’s like nothing else. I am hoping these few tips will help spark some of your creative juices to go LIVE more in the next 30 days.

It’s kind of like eating brussel sprouts for the first time... you won’t know if you like them until you try.



*Christa*



# Checklist and TIMELINE

# Checklist

- |   |   |
|---|---|
| <input type="checkbox"/> I'm sitting in a good light                | <input type="checkbox"/> If I'm in a noisy place, I'm wearing headphones        |
| <input type="checkbox"/> I have a strong wifi signal                | <input type="checkbox"/> I'm smiling  |
| <input type="checkbox"/> I'm using the Pages app to broadcast       | <input type="checkbox"/> I've written my Facebook Live goals for this broadcast |
| <input type="checkbox"/> I have an outline of what I'm going to say | <input type="checkbox"/> I'm ready to create value for viewers                  |
| <input type="checkbox"/> I have my tripod                           | <input type="checkbox"/> I've written a timeline                                |
| <input type="checkbox"/> My phone is plugged in                     |   |

## TIMELINE

- Introduction - 5 minutes
- Point #1 - 5 minutes
- Point #2 - 5 minutes
- Point #3 - 5 minutes
- Q & A Portion - 5-10 minutes depending on attendance
- Wrap Up - 2 minutes
- CTA - 2 minutes





**FB LIVE**

*Announcements*

# Template 1

Hey <FIRST NAME>

Today at 12 pm CST, I'm going to be going LIVE on (enter where...my business page, IG page etc) with my dear client XYZ to share their story of their experience with back pain. Hear how they struggled with pain for years and the steps they took to rid themselves of pain and lead a healthy and happy life filled with all of the activities they love.

They will tell us about their background, journey, rehab strategy, what's working and what didn't work, AND what this new found painfree life has allowed them to do.

Can't wait for you to meet them!

Talk soon!

Christa

# Template 2

Hey <FIRST NAME>

When I was first getting started with my (insert business name here) three years ago, I made all sorts of excuses about why I couldn't show up virtually for my business. I had a new excuse just about every day.

"I just need to lose like 10 pounds and then I'll do more video."

"I don't have enough experience to show up - I'm such a fraud."

"I don't know what to say."

"I HATE being on video. My face looks so weird and asymmetrical and reversed on camera."

Those were all things I told myself on a regular basis that kept my business (and me) in the shadows and playing small.

Then I had a revelation one day. I realized that by not showing up I was actually hurting my audience YOU.

I was withholding critical information from you that could help you achieve your goals of (insert your clients goals here). It is my goal to get all the information you need out to you so that you can achieve your goals. Today at 2 pm CST, I'll be going LIVE on my FB page to share (three stretches to help back pain, two exercises to strengthen your core, one thing you can do to avoid knee pain) - I'm so excited to see what you think.

Visit my FB Page here.

Talk soon,  
Christa

# Template 3

Hey <insert name>!

I'm happy dancing over here because I can't believe that almost 100 people have signed up for my (insert program or class), where I help people (insert what your program does...understand back pain, learn how to move better, treat pain with yoga) Oh...wait you haven't signed up yet? You can do that here (insert link)

But I wanted to take things to the NEXT LEVEL...

...By answering any questions you might have, LIVE!

So, I'm going to start doing a LIVE broadcast on Facebook in my Facebook group, (insert business page name), DAILY (yes, you heard that right!). It's totally free to join. :)

And spoiler alert...the first broadcast is happening TODAY at 1pm PST / 4pm EST.

After that, I'm going to do a broadcast EVERYDAY, same time, from (insert dates). I'll be answering all your biggest questions on the spot, so don't forget to mark your calendar.

This is going to be 100% live and unscripted (and I might just bring some more exclusive tips to share with you).

Come join me!

Click here to follow me or join my group





30 DAYS OF  
*Live Streaming Ideas*

1 The Five Tips I Use to Keep Myself Motivated

2 The Story Behind Why I Chose This Profession

3 The Three Biggest Challenges I Face Growing My Business

4 My client onboarding process

5 What work life balance looks like for me

6 How I landed my first client

7 My favorite thing about my profession

8 My favorite movement book of all time

9 Behind the scenes look at a day in the life of me

10 The hardest lesson I've had to learn as a business owner

11 The hardest lesson I've had to learn as a business owner

12 My favorite tools that I use to help my clients

13 How I Find Creativity When I Feel Burned Out

14 How I Feel About Movement

15 My Unique Customer Experience

16 Client Success Story

17 My Biggest Fears or My Clients Biggest Fears

18 My favorite Exercise and Why

19 How Owning a Business is Like A Sport/Activity I Used to Do In High School/College

20 What My Family Thinks I actually Do for a Living

21 The Coolest Thing Being a Business Owner Has Provided for My Life

22 The One Thing You Can Do Today To Move Better and Feel Better

23 My Elevator Pitch

24 What I wish all of my clients knew about movement

25 Where does back pain come from?

26 Awards I've Won/Where I've Been Featured

27 The screening systems I use and why

28 How I've Learned to Connect with My Clients

29 Meet the Team

30 How I've Simplified my style of treatment over the years