

Lightbeamers



@lightbeamers



@lightbeamers



lightbeamers.com

5 Easy Ways to Conquer Live Video

WHY YOU SHOULD LIVE STREAM.

Getting comfortable on video can be a hurdle, but that shouldn't stop you from using the live video tools now at our fingertips! Showing up on video is the single best way to really show your audience what you are all about, and allow them to get to know you and your brand. Today's economics is all about relationship. People follow and buy from people they know, like and trust. In the Virtual world, one of the best ways to attract those ideal clients is to show up consistently on video! It works!

Below are 5 easy tips for helping you conquer the nerves, improve your skill, and reach more people by hitting "go live"

1. TALK TO YOUR BFF

Just talk to one person. Really visualize your best friend or your favorite client is on the other end of your camera. This will help you relax and not be so nervous. Just talk like a human. No need to turn on your broadcaster voice, or be perfect. Perfect really does not translate as relatable and authentic. So just be YOU. You are enough!!!!

2. PRACTICE IN GROUPS

Start by using live video in a small private group to get feedback from your peers or create your own private group for practice. Invite a couple of friends to join you so you can see comments and practice interacting a live audience. Join our Private FB Group: LIGHTbeamers Community and join our free LIVESTREAM days on Wednesdays every week

3. HAVE A GAMEPLAN

Write out 3 main bullet points you want to address (not more than that because you want each live video to have a clear message/point) – and put it on a sticky note next to you. Glance down, stay on track.

Lightbeamers

5 Easy Ways to Conquer Live Video

4. HAVE A CLEAR “OUT”

Think through how you are going to “end” the livestream. Eliminate the awkward “okay, I don’t know what to say next”.... It's a great idea to have a call to action to get viewers to comment, check out a website, or click a link -- something that directs them to take another step into your world!

5. WATCH YOUR OWN REPLAY

Say what? I was shocked to learn that most people don’t watch their own replays – this is a golden opportunity for you to learn and make your livestreams better each time. Don’t be overly critical. Let’s get one thing straight – how you look and sound on video is actually how you look and sound to other people. It only bothers YOU. This is not about being self-critical – this is about improving your communications skills and learning/improving. The goal is to erase the nerves and just talk to people like they are your friends!

WANT MORE?

Join the LIGHTbeamers Community -- our FREE Private Community on Facebook. We host weekly Live-streaming days (Wednesday) to give you a safe, nurturing, PRIVATE space to "go live" for the first time, and to get additional practice. We give valuable support & feedback to help you improve, and get you sharing your message more confidently.

Join us here: www.facebook.com/groups/lightbeamerscommunity

21 DAYS 21 WAYS LIVE CHALLENGE

Check out our Group FB Live Challenge "21 Days 21 Ways" -- where we tackle the nerves, get over the fear, have daily prompts filled with ideas on what to talk about for each livestream and offer unlimited group support, trainings and feedback. bit.ly/21daysFB