

# TIPS FOR BETTER FACEBOOK LIVES

Show off your store's culture  
& all the fabulous you have to  
offer



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# TO-DO LIST FOR FB LIVE

1

## HYPE UP YOUR STREAM

Give plenty of notice when you're going LIVE.

2

## TRY TO PICK THE TIME CAREFULLY

LStream or Aim for when you'll get the most people engaged.

3

## AIM FOR THE BEST QUALITY

Lighting - Sound - Product - Presentation

4

## BE GENUINE & BE YOURSELF

Connect with those who can't get to your store straight from the heart

5

## MAKE IT FUN

team top picks, raffles, spin to save...

6

## PRACTICE & KNOW YOUR INFORMATION

Doing a practice run so it runs smooth.

7

## WEAR THE CLOTHING OR ACCESSORIES OR DISPLAY IN A VISUALLY APPEALING WAY



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# HERE'S WHAT YOU'LL NEED



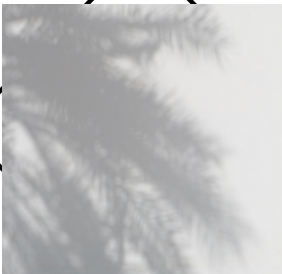
**YOUR COMPUTER**



**YOUR SMART PHONE**



**NOTEBOOK & PENS**



**CLEAR SPACE &  
CLUTTER-FREE  
BACKDROP**



**RING LIGHT OR GOOD  
LIGHTING**



**TRIPOD**



**MICROPHONE OR  
GOOD AUDIO**



**ITEMS ORGANIZED &  
NUMBERED**



**SOME VANNAS**

# SOME VIDEO TIPS

1. **SMILE** - No one likes a RBF on camera. Especially if you are trying to "invite them into your store."
2. **TELL A STORY** - Why you love what you are about to show them and how it will make them feel.
3. **ASK QUESTIONS** to make it interactive with viewers.  
Where are you watching from?  
Which color is your favorite?
4. **BE CONSISTENT WITH YOUR LIVE TIMES** -This is KEY to creating excitement & FOMO
5. **CAMERA HEIGHT** should be about eye level or a little above





# SUPER IMPORTANT!!!

1. CLEAN OFF YOUR LENSE
2. HAVE AN EXTENSION CORD OR FULL BATTERY
3. SHOWCASE PRODUCTS IN A NICE AREA WITHOUT CLUTTER BEHIND] YOU.
4. SPEAK AS YOU ARE SPEAKING TO ONE PERSON.
5. SHOWCASE YOUR HAPPY SELF THROUGHOUT THE ENTIRE VIDEO.



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# HOW TO DO A FACEBOOK LIVE

## USING THE FACEBOOK APP:

1. GO TO THE PAGE, GROUP, EVENT OR PERSONAL PROFILE THAT YOU WOULD LIKE TO STREAM YOUR VIDEO FROM.
2. TAP LIVE, LOCATED AT THE BOTTOM OF YOUR POST COMPOSER.
3. WRITE A DESCRIPTION. (THIS IS WHERE YOU CAN TAG FRIENDS, COLLABORATORS, OR YOUR LOCATION.)
4. TAP START LIVE VIDEO TO BEGIN THE LIVE BROADCAST.
5. WHEN YOU'RE DONE, TAP FINISH TO END THE LIVESTREAM.



**BE SURE TO INVITE VIEWERS TO LIKE & FOLLOW  
YOUR PAGE. ALSO SET NOTIFICATIONS**

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