

Developing Engagement

1. Basics
 - a. Think about doing it regularly. Start with the lowest frequency. Once a month is good enough if that's all you can handle!
 - b. Focus on your core theme. Don't present on topics all over the place or you will diffuse your results.
 - c. Consider asking them to participate in some way. What do you want your viewers to do over time? They may not act right away but if they are meant to be your client, they will eventually if you show up.
 - d. Develop a post plan. What will you call your live? Will you be posting photos? Keep your fonts and colors fairly consistent.
 - e. Create titles that are catchy. Something that is easy to remember – you can repeat it during your live.
 - f. Remember you can do lives in groups, events, etc. Make the most of the technology.
 - g. Test the timing. Your community may not be on first thing in the morning. Figure out when they are on- and you will automatically get more views.
 - h. Ahead of time, you might ask a few key people to share your live to expand your reach. These are your supporters or friends. Don't lean on any one person too often. Make sure to thank them!
2. Prior to your Live.
 - a. Consider reminding people the day before, and the hours before.
 - b. Send an e-mail about your live with a link to your Facebook profile.
 - c. As you post, tag the people who might be interested. Keep a hot list of those people who regularly show up to your lives or like your posts across your social media presence.
 - d. Give yourself plenty of time to get things set up. It's ok to test it by changing the privacy settings to just yourself. Make sure you change it back though!
3. During your live:
 - a. Don't wait for an audience to build. Just get started.
 - b. Keep your notes near you.
 - c. Introduce yourself every time and use the title of your live.
 - i. Be yourself. Dance around.
 - ii. Laugh and have fun.
 - iii. Say hello to the people who are on!
 - d. Think about how to engage people (get them to share, like, comment, stay on). You don't need to use all of these every time but choose those that make sense for you! Try to keep it smooth-choose logical points during your live so the delivery isn't choppy.

- i. Ask people to introduce themselves and post where they are from or another piece of information related to the content. You might choose a hashtag as well.
 - ii. Ask people to share or tag people that might be interested.
 - iii. Prepare questions to get people engaged.
 - iv. Ask for likes and hearts throughout the live-
 - v. Read comments of interest and answer their questions on the spot.
 - e. Give a short recap about the content every five minutes for the benefit of those jumping off and on.
 - f. Don't worry about the numbers- stay focused on your content and delivering it with commitment.
 - g. Remind them when you will be on next and what you are going to go over (yes you would have to prepare that).
- 4. After your live:
 - a. Go back and like and comment on the comments that happened after the live.
 - b. Look at the comments and think about who you need to follow up with. Making offers, asking the if they want to be included in other aspects of your business.
 - c. Change your thumbnail to the best option.
 - d. Add details to your live- descriptions etc. You may want to add additional information to the post by editing it.
 - e. Grab the link and place it in other places- in your e-mails to your community, in the comments in the promotional posts, or in a group or event.