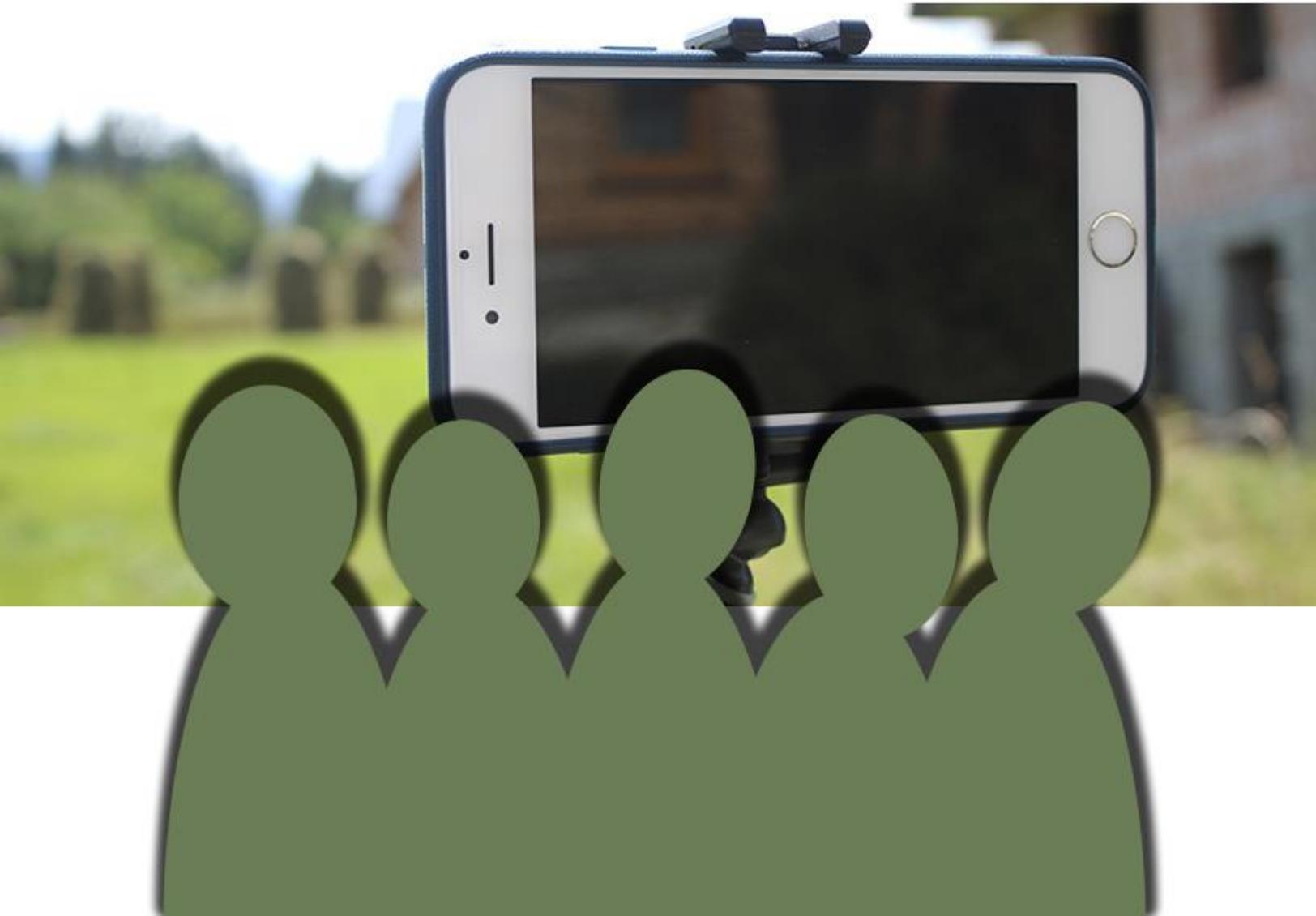


*Grow Your Captive Audience with*

# LIVE STREAMING VIDEO



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## Grow Your Captive Audience With Live Streaming Video

Live streaming video is a terrific way to boost engagement and grow your captive audience. When you have your audience in a room listening to you in the moment, you're at a very powerful point with your audience. They have agreed, not just to let you email them, or to read what you say on social media, they're truly setting aside time to engage with you for the time you're on the video.

Think of it like this, if TV stations like the many home shopping shows can do so well, how well can you do with a live streaming show with your audience? No, you don't want to sell to them continuously on the live broadcast, but if you can replicate just a portion of the success of the shopping channels live results, how much better off will your business be?

### Why Live Streaming Video?

Recorded video is awesome too, and you do want to record these and save them and reuse them when you can. But there isn't much that can improve upon with live video, in terms of the interaction and feeling of community that your viewers will experience by participating in your live streaming video events. Live streaming video is happening now, and is a wonderful way to express and explain time sensitive information, connect to the audience, and bring personalization to it.

- **Prove Your Expertise** – You can't fake it when you're live. If you don't know the answer to something, you'll have to say so. When you share your expertise live, people are so much more likely to take you at your word.
- **People Want to See You** – When people see you, something different happens than when they look at your writing or a PowerPoint slide show. All of that is great, but

something far different happens when you let your audience see you. If you want a truly captive audience, let them see you and feel as if they know you in your live videos.

- **More Interactive** – With live streaming video you can answer questions and talk directly to the person who asked. In some cases, you can even bring them onto your live streaming video and let them appear and ask live. This is a wonderful way to interact with your audience on a very personal basis.
- **Get Personal** – Live streaming video is more personal than anything you can do live outside of everyone being with you at the event where they can touch you. This is the next best thing. Plus, it's less expensive, which is a win-win because your audience will get to spend time with you and buy your offerings without having to spend 700 dollars on a flight and about the same on a room.

If you want to grow your captive audience with live streaming video, you're on the right track. People will love seeing you, interacting with you and getting personal with you. And thankfully, today there are tons of options to go live with your audience, which we'll talk about later.

## **How to Make Your Viewers Love You**

With live streaming video, you still need to do a lot of the same things to make your viewers enjoy you. You want to engage with your attendees, be consistent and purposeful about when you go live, and use the time to network and interact with your audience in ways you may not have considered in the past.

### **Engage with Attendees**

When you are streaming live, try to say hi to some of the people you see who are saying things in the chat. That can be very difficult right now with the way some of the live solutions are set up, but it will get better as time goes on, so watch for changes.

All you must do is call out a few names as you get going and say hi to them, and answer a few of the questions that come in.

**Tip:** If you're having trouble reading the chat for questions, give out a special cell phone number for them to TEXT their questions to or ask them to send their questions to snap chat.

### **Be Consistent with The Time & Place**

It can take some time to get regular viewers for your live streaming events, but if you do them at the same time and place on a regular basis, you'll start to collect viewers. Your audience will grow over time if you're giving a good show.

**Tip:** Email your list in advance of shows, use scheduling if your chosen live streaming place allows it so that your audience is told multiple ways and when your show is.

### **Network with Purpose**

When you have a live event, tell your audience it's okay to talk and network in the chat when one exists a few minutes before your event and a few minutes after. In other words, start the

stream a little before and end the stream a little bit after your live event so that you and others can network in the chat.

**Tip:** Give away a free checklist to collect email addresses and follow up with people right away.

### **Use the Best Equipment You Can**

Don't worry if what you have no isn't perfect. However, there are some things that do matter if you want to grow your audience. That's lighting and sound. If they can't see you and hear you, there is no real point in doing it. So, purchase the best equipment with that in mind that you can afford.

**Tip:** In most cases, your iPhone or Android with an external mic and good lighting will work fine.

### **Record it For Later in Case They Missed It**

There will always be several of your audience members who just will never be able to watch you live unless you run some events during their availability, too. So, it's important to record and send the recording to your email list so they can watch it later. That will also encourage them to show up at the live event if they can.

**Tip:** You can sell the recordings to boost income.

### **Keep the Length Right For Your Live Streaming Events**

You've likely been taught to keep videos short, but when it comes to meaty live events you'll want them to be from 30 to 90 minutes long so that you'll have time for engagement and interaction. Audiences love Q & A time and to not feel rushed, but they don't want it so long that they're falling asleep. So, make it interesting and test out lengths for your audience.

**Tip:** Take note of when people show up and when they leave to help you get it right.

The thing is, you must get to know your audience so that you will have a good understanding of what they like and then deliver what they like. Live videos are all about your audience and not all about you, even though you're the one in the spotlight.

### **Ways to Market Your Live Video Events**

To grow your captive audience using live streaming video you'll need to get more viewers. One way to do that is to market your live streaming events just like you do everything else. The truth is, you should be promoting everything you ever publish, including your live events.

- **Social Ads** -- Facebook Ads, Twitter Ads, Google Ads and YouTube Ads, are all viable systems to use for marketing your live streaming events. Obviously, if you're on Facebook Live, you'll want to run ads on Facebook for your event and vice versa. Using paid ads can help you get popular faster than if you don't.
- **Affiliates** – You can use your affiliates to help you promote your live events. Once you've established a regular schedule, every product you promote can help market your live events by putting information about them on your download pages and thank you

pages. If you have affiliates promoting other products, tweak these pages to promote your live events.

- **Word-of-Mouth** – Social media is just word-of-mouth on steroids. Promote everything you publish in any form on social media as well as your email list and on your blog. In other words, promote the things you do everywhere you go if it's allowed within the terms of service and the etiquette of the event.

Use these methods to market your live events and your entire business so that you can grow your captive audience even bigger. The larger your audience, the more listeners you get, the more people who interact and engage with you wherever you are, the more successful you're going to be with live streaming video.

### **Try Several Networks to Find Yours**

Each audience likes a different network for live videos. You may want to try several of them. But, if you're already known or have a good-sized community on one, you may want to stick with that one. However you choose to run your live streaming events, it's a good idea to try several choices to find the right one for you.

- **Facebook Live** – This is a no-brainer. No matter what you do, if it passes the terms of service for Facebook, then you can run your live streaming video on Facebook through Facebook Live easily. Ask your viewers to like and share it as it's playing to get more viewers.
- **YouTube Live** – Another way to go live is via YouTube. Google on air is now YouTube Live. Going live on YouTube is as simple as going Live on Facebook. If you have an audience on YouTube already, it will be a good choice as a place to start. Always ask your viewers to share the show with others during the show to grow your audience.
- **Other Webinar Software** – There is numerous software that stands alone and that also works with the two choices above. Look at the different features for Zoom.us, Webinar Jam, [Livestream](#), and many other options for live streaming video. You don't have to stick to something you don't like or understand to run successful live streaming video.

You want to be where your audience is, and make it simple for them to find you and participate in your live streaming events. That means you need to do your due diligence to figure out how to proceed that works for your audience and for you. But, however, you do it, it's important to understand that adding live streaming will help solidify your relationship with your audience in a whole new and powerful way.

### **Examples of Success with Live Streaming Video**

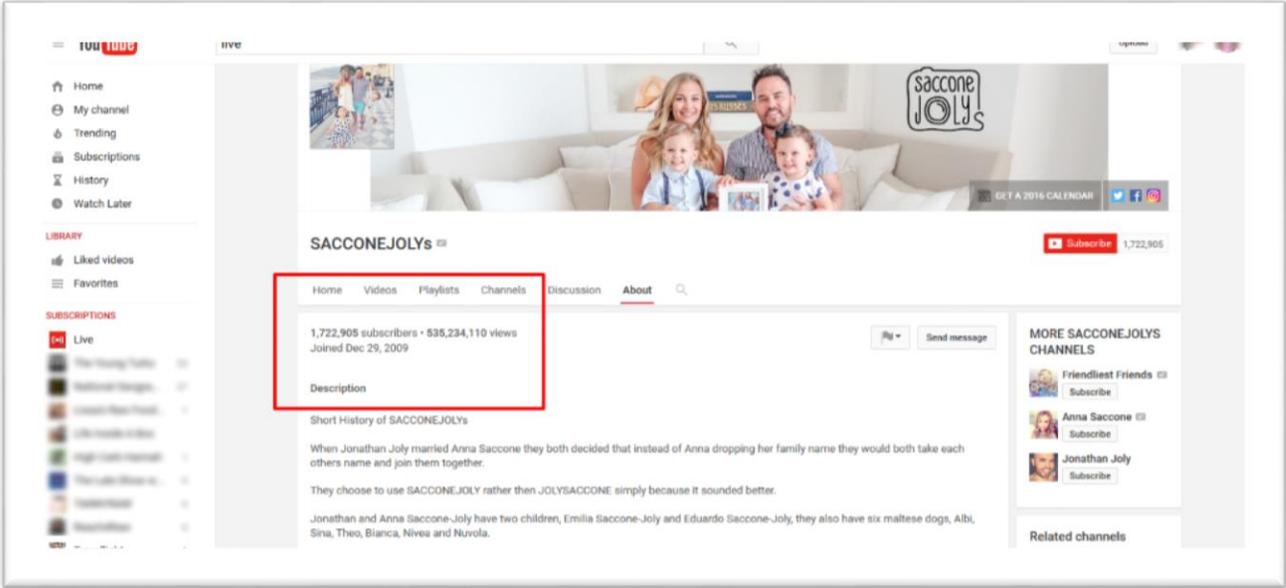
Here are a few examples of people who have seen success with live streaming video. Each of them uses video in different ways but it's working for them to build successful businesses.

[Chalene Johnson](#) – She is a motivational speaker, who teaches people how to eat right. But, she also talks a lot about using live video in your business. She likes to use Facebook live and uses it successful to build her business.



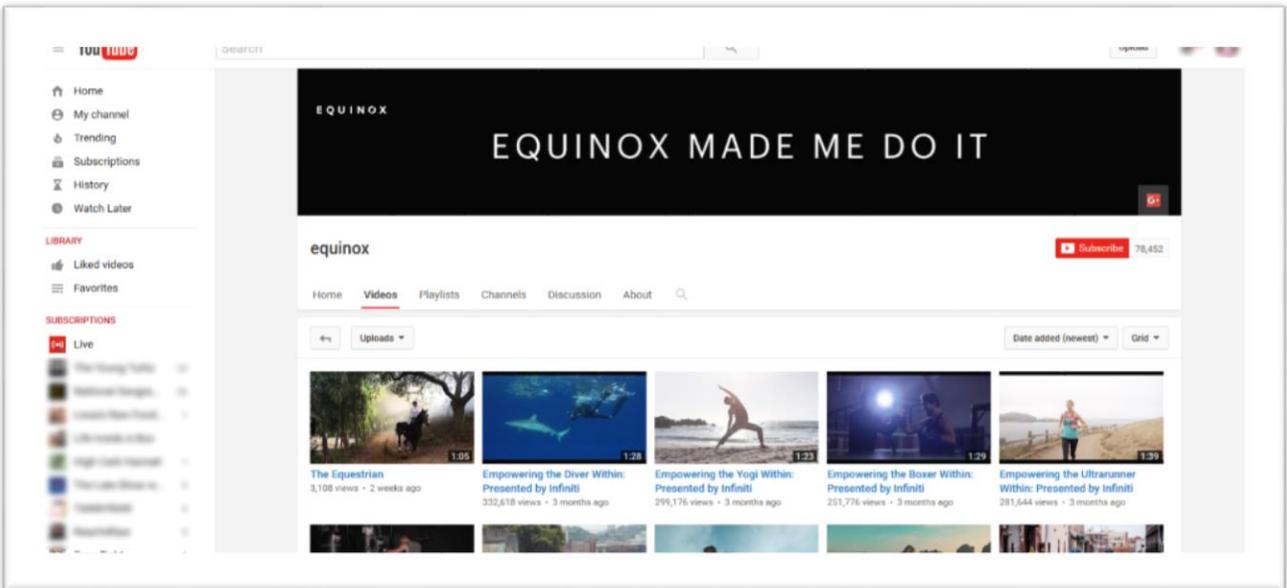
She learned on Periscope but her first Facebook Live event was massive, including more than half a million viewers during the live event.

[Jonathan Joly & Anna Saccone](#) – This is a family vlog on YouTube. Lately, they’ve taken to doing weekend live videos with great success getting close to 200K views during their events. Since their channel is monetized that means they could be making money. Since you can make between 1 and 5 dollars per 1000 views on YouTube, these live weekends are worth it.

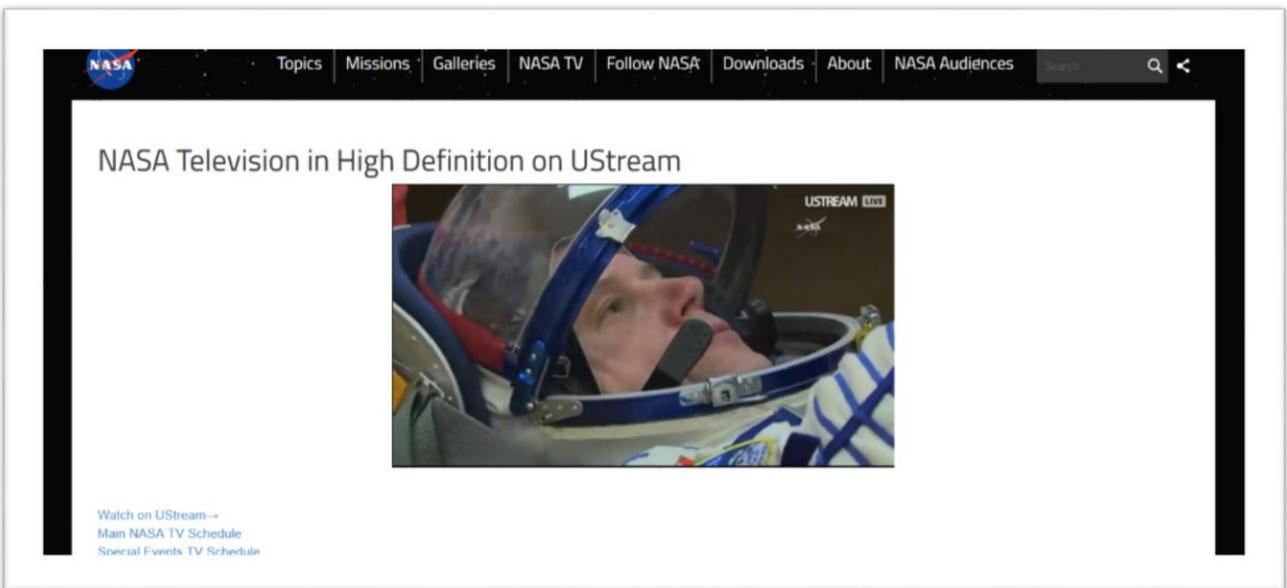


[The Equinox Fitness Training Institute](#) – They place importance on living a high-level lifestyle with fitness at its core. They implemented live video to great success for their business. They

use On24 Webcasting to take their yearly event online via live streaming. They stream on Facebook Live and [YouTube Live](#) as well.



**Large Brands** – Brands like Nissan, Aweber.com, and even NASA are all using live streaming video to improve their connection with their audiences. [NASA uses USTREAM](#) to help them go live during exciting events with great success.



These examples should excite you enough to make you consider giving live streaming video a try. Go watch some live events to see what it's like. On YouTube, you can subscribe to

YouTube live to be notified. On Facebook, the “live” area is on your left menu down at the bottom.

## **Repurpose & Reuse to Keep Growing**

Some people try live events and are disappointed in how many of their audience attend the event live. But, even when you don't have a huge turnout for live events, you can repurpose the event to help grow your captive audience.

## **Create a Library of Recorded Videos**

Each video that you create you can use as is in a video library about each topic you run a live streaming event. Facebook saves your videos just like YouTube. You can make playlists about certain topics which you can easily link to when your audience asks a question that you know is answered.

## **Download & Edit**

You can also download the videos and edit them so that you can break up the videos to make shorter videos based on each topic and micro topic that is discussed within the live streaming recording. You can edit them in other ways too, such as by adding interesting popups, graphics, take out any mistakes and even clarify important points using text on the screen.

## **Add to a Membership Website**

Add these new videos to a membership website or into packages to teach something. They can become courses, membership site content, content for your social media, your blog and more. You can do so much with the videos once they're created that you'll wonder why you didn't use live streaming video sooner.

Repurposing content is valuable and smart. You want to work smarter, not harder. You want to ensure that the things you do make life easier. Making live video and then reusing it is a smart use of your time and skills.

Using live streaming video to grow your captive audience works. Numerous successful people have touted the success. Even before it was so simple to do it yourself, you can see for yourself by looking at the success of Live TV that live streaming is something that will work for every type of business.