

5 Must-Haves for a Successful Facebook Live



Going live on Facebook can be VERY intimidating! There's so many questions you may have and so many things to remember. Not to mention that when you actually go live, most of what you've learned in our own Facebook live "Going Live on Facebook Successfully" will be forgotten instantly those first few times.

We've been there, it happens. It's happened to us too! But we LEARNED and we kept striving to improve! And we got so much better each time!

We've outlined the TOP 5 must -haves for a successful Facebook Live for you, so you can have more success in your business immediately.



1. Get Organized First

Set up equipment(tripod, ring light, chair, props, backdrop, etc.), check battery, lighting, background, make your outline. If you mess up(you might) at least it will look good. This is what draws people in.

2. Welcome Your Guests

Start talking right away, introduce yourself, don't wait for people to hop on. It says to the people who are viewing that they aren't important. It's also annoying for people watching on the replay. Who are you? What is the point you are making in the live video? Give a quick overview of what your guests can expect. Direct your guests to comment, like, heart and thumbs up on the live multiple times throughout. Also ask people to interact on the replay(just remind them once in the beginning for replay people).

3. Watch the Comments

Respond to your guests. Use their name and talk back to them like a friend, cuz they are! Ask them for interaction. Use questions to gain interaction in the comments. Comments are what you want.

4. Stay On Task

People's time is valuable. Keep it between 10-30 minutes. It's easy to veer off course, that's why an outline and a plan is so important. Anything too short and people may not know you're on. Anything over 30 minutes and you can lose them, which hurts the dreaded algorithm.

5. Direct Your Guests

What is the whole point of your live video? Are you wanting your guests to become a customer? Do you want your guests to download a PDF? Do you want your guests to email, call, text, message, go to your website etc? Tell them.

Thank You So Much!

Thank you for taking the time to learn and invest in your future. We would love to offer you a free Discovery Call with our Hairstylist Coach, Janet Whetston. This call is for Hairstylists who are ready and committed to growing their business and creating the life they've always wanted. During this call we discover if you are truly ready to put the time and energy in to growing your future and what it will take. Are you ready to find out more? Go to <https://www.theabodesalon.com/coaching> for more info

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