

JENNYMELROSE



STARTER GUIDE

HOW TO CREATE
AWESOME LIVE VIDEO
ON A BUDGET

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Welcome!

If you're reading this, you're at least a little curious about doing live video—*smart move!*

I know it can be *scary ... even painful ...* but if you are willing to put yourself out there, the power it has to grow your business is AH-mazing! And, I promise you it gets easier every time you do it!

I started live broadcasting a year and a half ago for both my lifestyle blog, [The Melrose Family](#), and my coaching business, [JennyMelrose.com](#). I didn't spend a fortune on fancy electronics or spend hours editing—*nobody ain't got time for that*—and here's what happened:...

- ✓ Increased my average sponsored post rate from \$1000 to \$1,500.
- ✓ 30% more brands accepted pitches to work with me.
- ✓ Reached 4X's more of my FB fans without paying for ads.

I've put together this starter's guide to help you get the same results in your business. If you have any questions, feel free to reach out to me. Enjoy!

All my best,



Jenny is a former reading specialist who 'retired' from her teaching career when her blogging income far exceeded her salary. Through hard work and dedication, her lifestyle blog, *The Melrose Family*, became regularly sought out by nationally recognized brands such as Neutrogena, Smuckers, Glad, Costco, Stanley Steamer, Sara Lee and many more. The unique pitching process she developed for working with brands, transformed an empty editorial calendar into one that was completely booked months in advance. Now, she's combining her passion for teaching with her extensive experience working with brands to help other bloggers do the same!



Recommended Equipment

These are my favorite budget-friendly tools that I use for all my live broadcasting. I've included my affiliate links for each one, so you can check out the reviews and current pricing with a click.

MORE \$\$	LESS \$\$
 <p>Adjustable Soft Box Lighting Studio \$65*</p>	 <p>Selfie Ring Light with adjustable brightness for Mobile and Laptops \$10*</p>
 <p>Akron Weighted Table Stand \$90*</p>	 <p>Tripod with bluetooth shutter and portrait filming \$20*</p>
 <p>Be Live Broadcasting Software \$20/mo*</p>	 <p>Logitech HD Pro Webcam Widescreen 1080p \$45*</p>

*Prices are approximate and subject to change.










7 Tips that will have all Eyes on your Brand

There's no question that people love video, but in order to get their attention and KEEP it, there are a few key things you'll want to cover in your live broadcast. Don't worry though, this cheat sheet lays out exactly what to do!


- 1 **Give the Highlight Reel.** Always start by introducing yourself and share the highlights of what you'll be talking about. This gets them interested in sticking around and gives others time to filter in.
- 2 **Call them Out!** As you are doing your live video, call the names of people that are watching and engaging. (No, don't say "hello" to every person that joins.) But, greet several by name as you're getting started and mention names when you're responding to their questions or comments.
- 3 **Ask Questions.** Have you ever been in a conversation where the other person just won't shut up? No fun. Same for your broadcast audience. Be sure to include them in the conversation by asking sincere questions.
- 4 **Recap, Recap & Recap.** Facebook rewards longer videos by showing them more, 15 minutes is optimal. Since new viewers can join at any point recapping at several points in your broadcast will save them from feeling lost and help keep them engaged.
- 5 **Make it Actionable.** No one has time to waste these days, so giving clear, actionable information is important. At the end of your broadcast, tell your audience what the key takeaway is and give them the next step. Example: "You just learned 7 tips for a great live video, your next step is to pick your topic and schedule your live video."
- 6 **Offer Accountability.** If you can find a way to challenge your audience and hold them accountable, they're more likely to engage with you now and in the future. Example: I want you to comment with when your Live broadcast will be. I'll be following up to see if you did it!
- 7 **Edit the End Product.** Most of the views you'll receive will be AFTER the live video ends, so feel free to edit your title, description, tags and calls-to-action so they're as compelling as possible.

Complete Checklist for a Killer Video Script

I'm not suggesting you read from a script, but it helps to have a general outline of what you're going to say. It's taken quite a bit of trial and error, but here's the flow that works best for me:...

-  **Attention Grabber.** You have 3 seconds to grab someone's attention before they scroll right on by your broadcast. You have to get their attention with the very first thing they hear. You can use humor (always a winner), a controversial statement or shocking results of what you're about to get into. Think of it as a "teaser."
-  **The Promise.** Let them know the awesomeness your video has in store for them if they stick around. Takeaways that will solve their problems, entertain them or make their life better.
-  **Establish Credibility.** Explain who you are and why you're an authority on your topic. If you're showing a kids craft, it might be that you're a mom who has been crafting for years.
-  **Opening Call to Action.** Remember, broadcasting is about growing your business, so have a call to action (CTA) in mind for every broadcast you do. For example, if you have a blog post that relates to the video and your goal is to get more traffic to your site, then mention the link and include it in the comments. You want them to be aware of it at the beginning of your video (in case they have to leave early).
-  **Bring Your Topic to Life.** If possible, break it down into clear steps. As you're going through, use examples your audience can relate to. If you're talking about productivity and your audience is mompreneurs, your example might involve a story about being interrupted by your preschooler every 5 minutes and how you fixed it.
-  **Connect.** As you are sharing your content, when someone does comment or ask a good question, be sure to read the comment or question so the rest of the audience knows what you're talking about and mention the person that wrote it by name. "Amy is asking, ..."
-  **Summarize.** Remember to summarize at strategic points for new people who have joined. How often will depend on the length of your video and the complexity of your topic..
-  **Final Call to Action.** Remind your audience of the call to action you mentioned in the beginning and make sure to link it in the text portion of your post. Stick with ONE call to action per video for best results.
-  **Say Thank You.** Before you sign off, be sure to thank your audience. You want to let them know they are appreciated and that you value their time. Leave them with the warm fuzzies so they can't wait until you're next broadcast.

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