

Checklist for Getting Started with (LIVE) Video

Equipment:

Computer Camera/ Video Editor

i-Phone/ i-movie

Setting up:

Facebook

IG Stories

YouTube

LinkedIn

Script:

Step #1- HOT (hook, outcome, testimonials)

Step #2- Ask for what you want (subscribe, ring bell)

Step #3- Get to the Meat

Step #4- Middle engagement (ask them a simple question with a one-word answer)

. . . . continue with Meat

Step #5- Outro engagement (like, subscribe, when to expect next video, share, question to answer)

Sep #6- Ask them out (send them somewhere else- website, Facebook group, email list)

Assignment: Send me a video of YOU. Tell me which platform it is for and I will give you a critique. deneen@deneentb.com