



The Facebook Live Sales Checklist

Setting Yourself Up For Success

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Don't forget to print our **Facebook Live checklist** at the end of this PDF!



What's the Point?

Facebook Live is a fantastic way to build your audience. And not just an audience interested in your products, but a community.

That means streaming is a wonderful medium for fostering relationships with people who want to share their time with you.

And “**relationships**” is the key word.

Live events are interpersonal. You share a piece of yourself and viewers share themselves as well.

By using Live Streaming to grow your audience you're really working to create an *authentic* community. (We've come full circle.)

But the point is to remember that you can't start out right away and expect massive sales.

What you can expect is a growing audience. Sometimes it's slow and steady; sometimes it's lightning fast. What decides your rate of growth is **commitment and some luck.**

But before you can start growing your community you need to make sure you set yourself up for success.

Which is what we aim to cover in this PDF, starting with the technical details.

“...streaming is a wonderful medium for fostering relationships with people who want to share their time with you.”



The Technical How To For Facebook Live

Lights, Camera, Action!

Here, we're covering the equipment you'll need to stream successfully.

Of course, you can start with what you already have: a smartphone and a well-lit room.

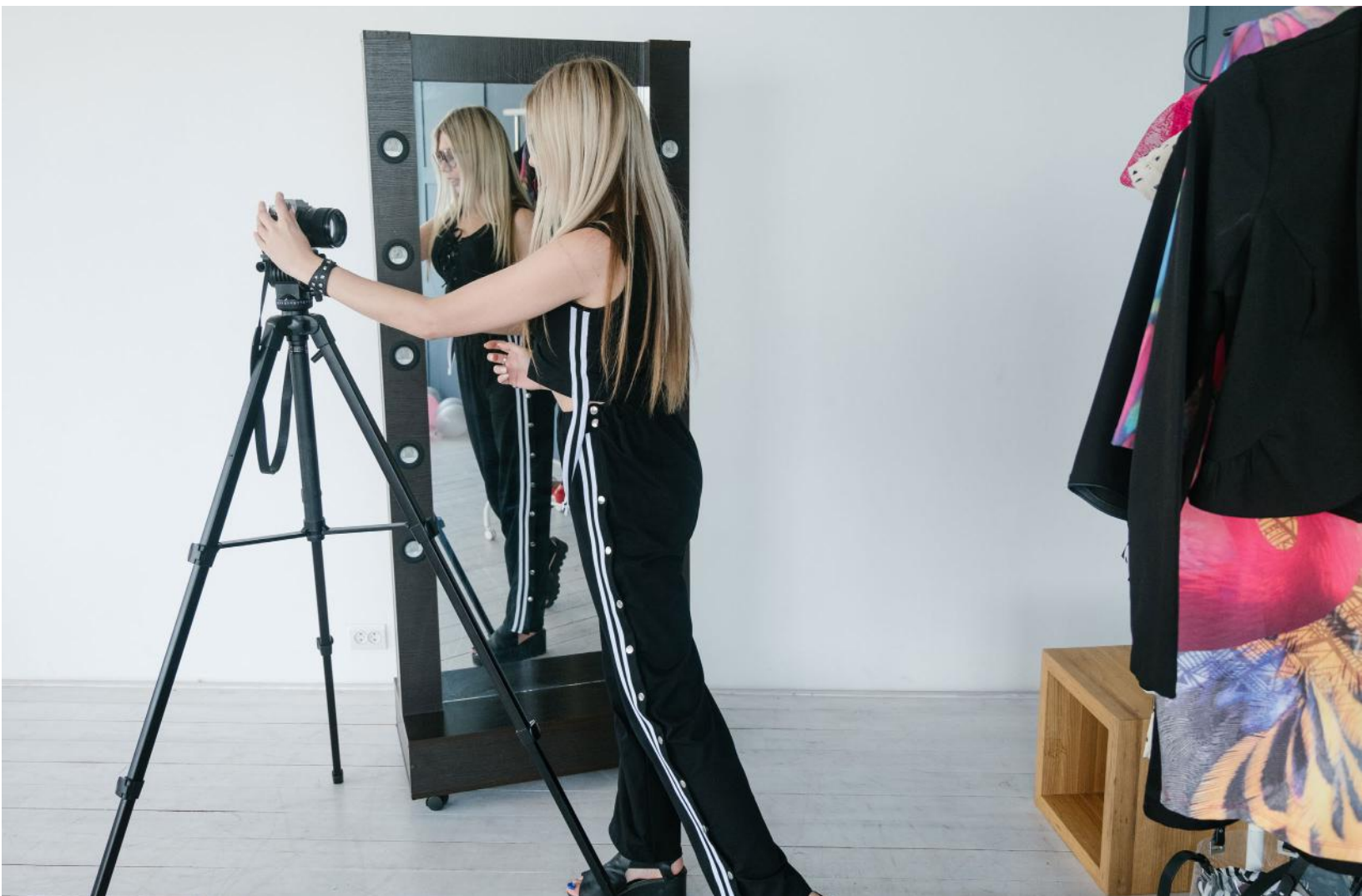
Although as you grow it is best to invest in whatever area you're lacking. **After all, the better your stream the more likely viewers are going to stick around.**

Below we break down setups in two camps: one if you choose to stream through your computer and another if you decide to forge ahead with your smartphone.

For products we have used all Amazon links, as it's one of the easiest sites you can purchase from.

There are, of course, many other sites you can check out for better prices, such as [slickdeals.net](https://www.slickdeals.net), which will show you items on sale from across the web.

Try **Mobile Text Alerts** for **free** and discover how texting can drive viewers to your Facebook Live Sales!



Equipment for Streaming Through Your Computer

Cameras

The higher the quality of your stream the more likely people are to stick around. Or, to put it another way, if your video quality is too low viewers are not likely to stick around.

If you don't want to use your built-in camera then there plenty of alternatives. Below we highlight a couple.

Starter:

The Logitech HD Pro Webcam C920

Price: \$49.99

Logitech's compact camera is the go-to for most people's streaming needs. Right out of the package it will capture your video at a better quality than is needed for Facebook Live.

It's equipped with a clip that's intended to sit on your monitor or laptop screen. You can finagle it to sit on a desk or table if you don't want it sitting on your computer.

For an additional \$6.99 you can tack on the **AmazonBasics Tripod** and place the camera wherever you need it to be, keeping it steady and focused.

Mid-Tier:

Amazon Cloud Cam

Price: \$119.99

If you don't want to use a camera that's attached to your computer you can choose to pick up the Amazon Cloud Cam.

It's intended purpose is for home security. But it works just as well for Facebook Live.

Because it's a standalone device the Amazon Cloud Cam is a bit more difficult to set up and get running for Live streams. Although once you do, you don't have to worry about the hassle of setting up your computer to stream each time.

“The higher the quality of your stream the more likely people are to stick around.”



Microphones

Your audience needs to be able to hear you. That's obvious, right? The microphones that are included with webcams, or on your computer, are often not crisp enough for people to understand what you're saying.

Having a sound microphone is key for your live sale.

Starter:

Blue Snowball

Price: \$59.99

The Blue Snowball USB mic is easy to set up and easier to use. All you have to do is plug it into your computer and you're good to go!

It's one of the best microphones within its price bracket. And it's well worth investing in when you're starting off—if you need to improve your sound quality.

Mid-Tier:

Blue Yeti USB Microphone

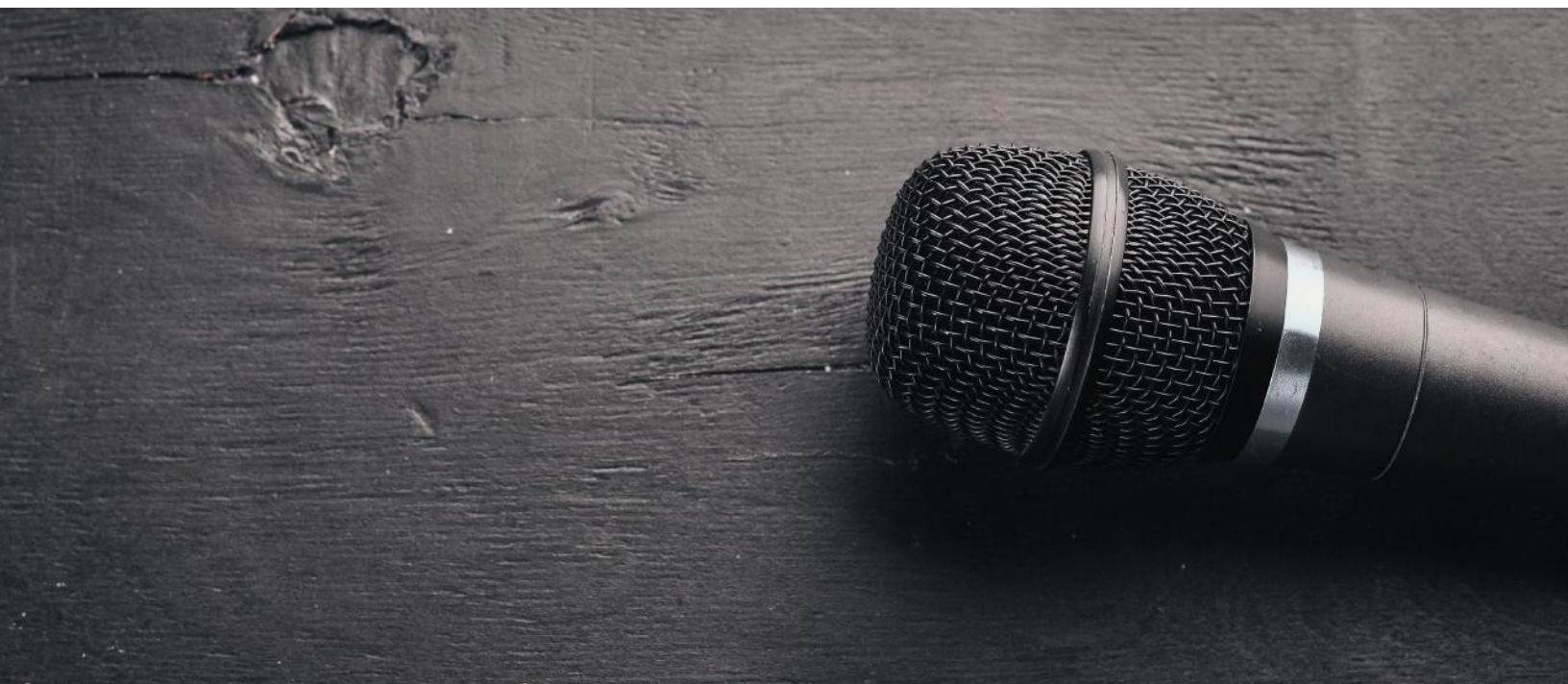
Price: \$128.78

Another winner from Blue is the Blue Yeti USB microphone. This microphone will make you feel like a radio DJ.

But, like a radio DJ, you'll want to keep it close to you while you're streaming for the best possible sound quality.

A bonus? It comes in different colors!

Don't let Facebook's algorithm's slow you down. Try **Mobile Text Alerts** for **free** and see how texting can bring more viewers to your Live Sale!



Lighting

Viewers want to be able to see you! And they need to see what you're selling to make a purchase.

Before you start streaming make sure your lighting is properly set up.

The goal is to maximize the amount of control you have over your lighting.

Natural Light:

You can use natural lighting but if you do make sure you're in a well-lit place.

Use a room with lots of natural light. It helps to be near big-open windows. We recommend at least two so you have two sources of light streaming into the room.

But **don't stand in front of the window!** Any windows should be to your side and slightly in front of you. This will create a nice natural light on your face.

Place yourself in front of a wall, about 3 feet, so that the light bounces off the wall and onto you. If you're too close to the wall you'll create a harsh shadow. Don't have anything distracting near you, like a plant that may end up looking like it's growing out of your head.

If one room doesn't work try another. **The key is to test, test, test!**

Just keep in mind, that if you plan to stream for a long time natural light may not be your friend as the sun will be moving. If that's the case consider using three-point lighting.

Three-Point Lighting:

If you want to implement a more professional lighting setup (which isn't necessary from the get-go) then you want to use three-point lighting.

All that means is that you have three lights:

- A light on you
- A light for your back: a backlight
- A light opposite you (what's called the fill light)

You can learn more about three-point lighting by visiting [Media College's page](#).



Lighting

Starter:

Paper Lanterns

Price: \$7.99

If you don't want to spend much on lighting then look no further than paper lanterns.

Paper acts as a diffuser. That means light is spread evenly through the paper, creating soft, great-looking lighting. That also means there are less harsh shadows, making your shot look great!

Mid-Tier:

Photography Photo Portrait Studio

Price: \$49.69

If you want to use a more professional setup then choose the three-point lighting system from LimoStudio.

Since it arrives with 3 lights you'll have everything you need to deliver a clear picture to your audience.



Equipment for Streaming Through Your Smartphone

When first starting out Live Streaming you may choose to start with your Smartphone before buying standard computer equipment. And that's fine!

To help you get started we compiled some equipment that you may find helpful.

We didn't include Lighting in this section since it's already mentioned above, and there's no difference for lights if you're using a smartphone. All of our advice for setting up great lighting is also included above.

We do recommend that you shoot holding your phone horizontal. Make it a wide screen shot!

Smartphone Microphones

Starter:

BOYA by M1 Lavalier

Price: \$16.94

Device(s): Android/ iPhone

The BOYA clip-on microphone is perfect when you're just starting out streaming.

The audio cable is 20 ft. so you can set up your phone on a tripod and still stand far enough back with enough room to move if you need to. This is especially useful when your shuffling between products to show your viewers.

Mid-Tier:

PowerDeWise Lavalier Lapel Microphone

Price: \$26.26

Device(s): Android/ iPhone

The PowerDeWise Lavalier microphone is great for capturing your voice clearly.

As expected, the microphone is also compatible with computers so you can continue to use it if you decide to switch from smartphones.

You can easily stand 10 ft. away from your smartphone and stream comfortably. You can also pick up a Y-Connector and use 2 microphones at once. That's helpful if you have someone else helping you during your stream.



Tripods

When it comes to smartphones you probably want to mount your device on a tripod. Doing so ensures a stable picture so that the frame is locked on you.

And ensures that you're not leaning your phone precariously against some other object.

Starter:

LOHA Flexible Tripod

Price: \$24.99

Device(s): Android/ iPhone

Most people agree that the LOHA Flexible Tripod is the best stand around. It's flexible and stabilized. Plus a lifetime warranty is always welcome.

The only issue is that it is somewhat short.

You want the camera to be eye level to you. So you may have to set it up on a table, desk, or chair for the best possible shot.

Starter 2:

Acuvar 50" Inch Aluminum Camera Tripod

Price: \$11.95

Device(s): Android/ iPhone

Since tripods are relatively expensive we consider the Acuvar tripod to be a competing starter choice rather than a mid-tier choice.

The difference? Acuvar's tripod can stand up to 50 inches, meaning it has quite a bit of height.

Both choices are well worth looking at to choose the one that best suits your needs.

Did you know that more than 98% of text messages are opened? **Learn how texting can help your business grow for free!**



Smartphone Camera Lenses

If your smartphone camera isn't capturing a wide enough shot for your needs consider purchasing a lens.

Doing so can greatly increase the width and height of your video.

Starter:

Eco-Fused Universal Smart Phone Camera Lens Kit

Price: \$15.99

Device(s): Android/ iPhone

If you're looking for a well-built lens at a low cost the Eco-Fused lens is perfect.

As a bonus it also arrives with a tripod. So, it's a two-for-one deal.

While the kit touts itself as being universal it doesn't fit snugly with every phone: in particular, the Nexus 6P.

Mid-Tier:

Xenvo iPhone Camera Lens Kit Pro

Price: \$34.99

Device(s): iPhone

The Xenvo iPhone Camera kit comes with both a wide-angle and macro lens, making it easy to set up any shot you need at an affordable price.

It greatly improves your phone's standard image quality for a crisp, professional-looking shot.

Unfortunately, it is intended for use with iPhones only. Sorry Android people!



Introduce Yourself in a Video

Now that you have your equipment you may be tempted to dive right into Live Sales. But wait! There's one task left before you start calendaring your events.

Create a video introducing yourself.

Use the video as a chance to...

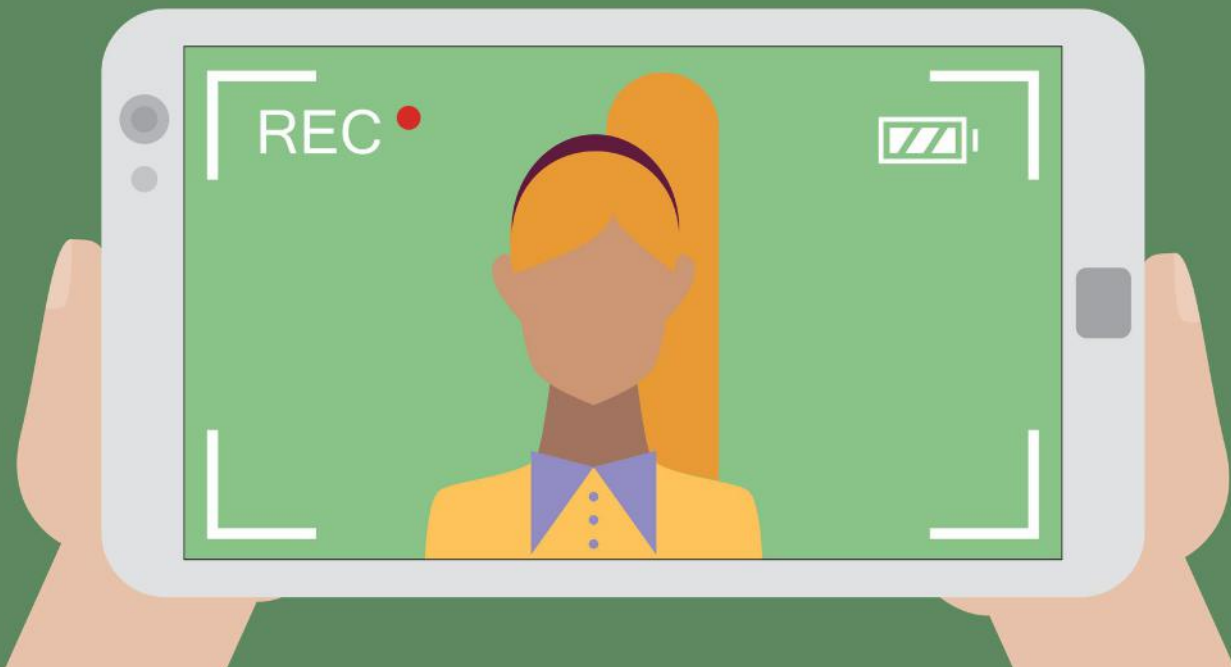
- Share who you are!
- Tell viewers about your business.
- Let people know when you plan to be Live.

An introductory video is like the first time you're meeting someone. You want to be **warm and inviting**. You can think of it as a pitch, but it's a pitch for yourself.

Remember, viewers will make purchases not just because of what you're selling but because of you!

The introductory video doesn't have to be long. About 2 to 3 minutes is ideal.

“An introductory video is like the first time you're meeting someone. You want to be warm and inviting.”



What To Do The Day Of?

It always pays to have a plan. Especially when it comes to live streaming.

On the day of your stream you should run through a brief checklist:

- Is your equipment set up and working properly?
- Have you notified your followers that you'll be going live?
- Do you have an outline for what you plan to talk about?

The day of your stream you want to make sure you set yourself up properly. That means creating posts alerting your viewers before you stream. You want to remind your audience that you'll be live at such-and-such a time.

Post Before You Go Live

Like any event you want to create excitement for your Facebook stream.

On any days you don't plan to go live you still want to share a post detailing when you will be live.

That means every day you should have a post detailing your schedule. People lead busy lives. Keep in the forefront of their minds.

Since posts often get buried in news feeds you want to make sure you're posting when your audience is most likely to see it. That's typically going to be when they're out of work: after 5pm.

You also want to share a post on the day you're going live, letting your audience know you'll be flipping on the stream soon.



Have a Basic Outline

Now you don't want to read off of a script. That would defeat the purpose of going live, wouldn't it?

But you do want to have a general idea of how you're going to approach the live stream. At least as a way to keep you structured.

Some key points to keep in mind:

- What items do you plan to introduce first?
- How long do you plan to stream for?
- Remember to greet your viewers and respond to their queries!

Having a basic framework, or even a queue card off-shot, can help you keep on track. Particularly, if there is a specific point you want to make: such as a sale or a special offering.

You might want to list out some bullet points for your stream that day and keep them nearby, either written out or perhaps on a separate device such as a tablet if you've typed them up.

“Having a basic framework, or even a queue card off-shot, can help you keep on track.”



Tips for Getting Your Audience to Show Up

It's helpful to establish a consistent schedule from week-to-week. Set up days and times when you plan to stream. This creates an expectation with your viewers, e.g. they know you always stream on Thursdays at 7pm EST (or whenever).

If you're unable to be consistent then promote your streams beforehand. Post messages, or short videos, to your group.

And use text messaging alerts or an email newsletter to notify viewers when you'll be live.

Text messages are particularly powerful since 98% of text messages are opened. **In fact, around 90% of text messages are opened within 3 seconds.** Whereas we're almost all guilty of allowing our email inbox to be cluttered.

Grow Your Audience with Giveaways

A very handy trick in getting people to show up to your Facebook Live Stream is to offer something for Free.

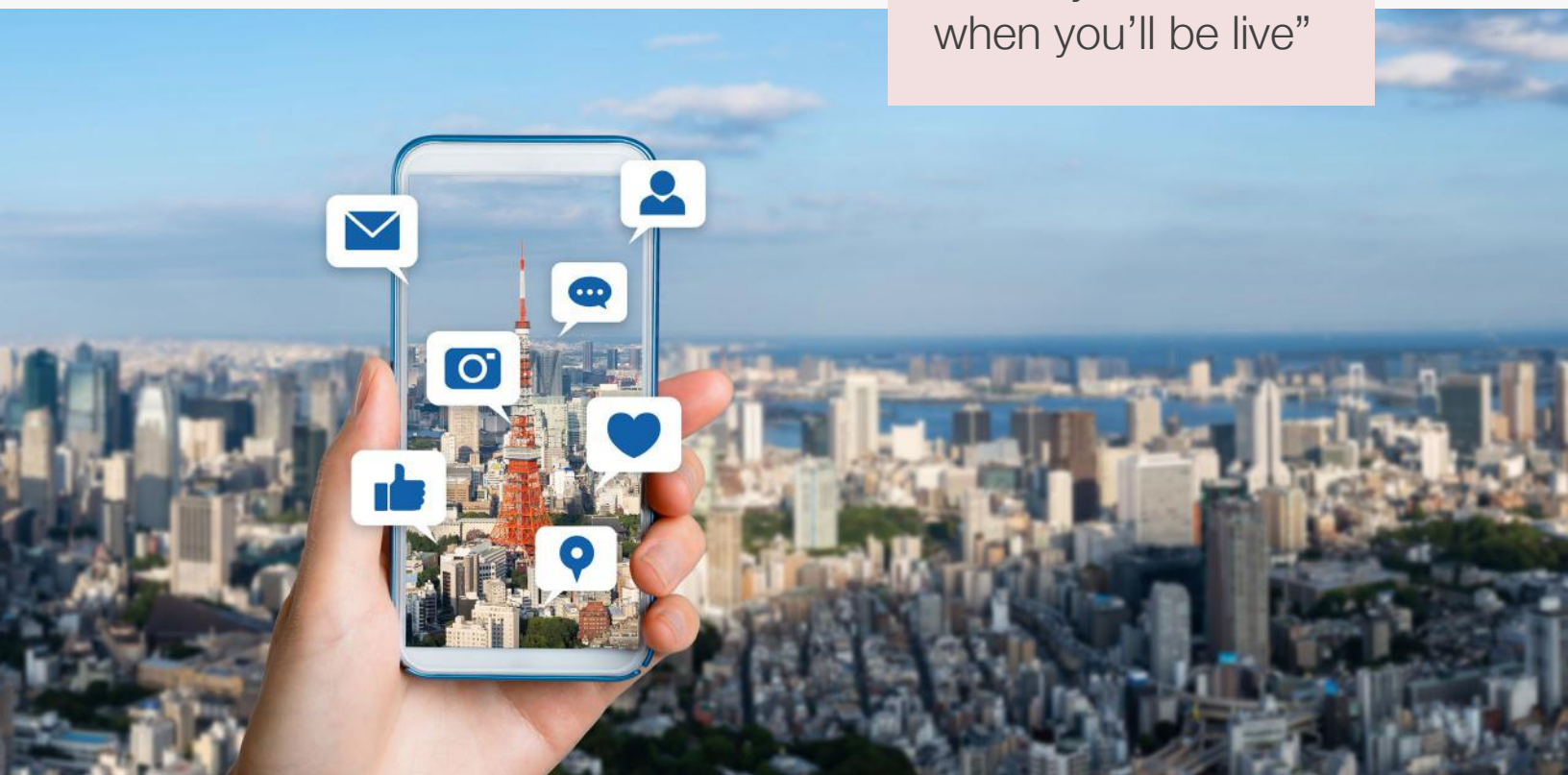
Yes, *free*. We all become excited by the prospect of a giveaway. Why not? It's free!

There are different kinds of giveaways you can do. And you may want to incorporate all of them into one stream if you can.

Or none! It's also beneficial to save giveaways for special days, such as the first or last stream of the month.

What makes giveaways great is that it opens a dialogue between you and your audience. And this is, of course, the main goal of hosting streams.

“...use text messaging alerts or an email newsletter to notify viewers when you'll be live”



1. RSVP Giveaway

An RSVP giveaway is exactly what it sounds like. You'll be posting in advance of when you're going to be live. In those posts—or just one of them—ask your members to RSVP if they'll be attending the stream.

It can be as simple as a “Yes,” or a helpful emoji. You can then offer something for the first 10 to 15 people who respond. (Make sure to include the offer in the RSVP post!) Doing so encourages your viewers to attend. It makes them **excited about your brand** and more likely to show up to the stream.

2. Roll Call Giveaway

Another great way to incentivize your audience is to have them “roll call” on your announcement post. This is the post you'll send out just before going live.

Tell your audience that if they leave the comment in your announcement post they can win some item: maybe it's a pair of leggings or a gold bracelet—or any item you are okay giving away for your business.

And let them know that the winner will be announced at the end of the show. That way they stick around until the stream is done

3. Order Based Raffle

For every person that purchases an item enter them into a raffle. And then announce a winner at the end of the show.

Viewers will be more likely to make a purchase knowing that there's a chance to win something extra.

4. Flash Sales

Announcing a flash sale is a great way to incentivize people who are members of your email list or subscribed to your text message alerts.

What to Give Away?

What you decide to offer for free is entirely up to you. We do recommend that whatever you choose, it's related to your product.

Why?

Well, let's say you announce that you'll be giving away a gift card. The people who show up to your stream may be more interested in the gift card than your brand.

“Remember, if the winners like your stuff they may become brand ambassadors for you, or devout followers.”

The future of raising awareness is texting. Try **Mobile Text Alerts** for **free** and learn why!

Find Out When Your Audience is Online

Obviously, you're less likely to attract a crowd if you start streaming at 8 am or maybe 12 am. While those are extreme examples, the point is that you need to learn when your audience is online.

Of course, that's hard to do when you're first starting out.

A good rule of thumb is to **simply think about when people are at work in your area:** from 9am to 5pm. So, plan to stream sometime in the evening.

As you build your audience you'll acquire data through your Facebook Group's, or Page's, analytics.

Where to Find Facebook Group Analytics

From your Facebook Group you can click on **"Group Insights"** on the left-hand tab of your screen.

Play around with the Insights pages. Become familiar with it, and become comfortable.

From here you can find all kinds of useful data: including popular days when your audience is available and what times they're most likely to engage.

For this group, Wednesday at 8pm is the most popular time to hold a Live sale.

“...learn when your audience is online.”



When Things Don't Go According to Plan

The biggest hurdle to Facebook Live Streaming is Facebook itself.

Sometimes things don't go according to plan.

- The stream itself can break.
- Equipment can malfunction.
- Facebook can experience a break in service.

And that's okay. These things will happen, just like they do in big-budget television shows or on the set of a movie.

Common Questions

1. How much money do I need to invest to get started?

Not much at all!

You can start with a very basic setup and upgrade as you go along if you think it's necessary. Some streamers will stick with their smartphones and make it work for them. Whereas others prefer a more advanced setup.

You have to find what works for you.

2. Can I use my phone to stream on Facebook Live?

Yes! You absolutely can. But you want to make sure that your camera is steady then.

What matters isn't that things go wrong, **but how you handle it.**

Take a deep breath.

Check your equipment.

And hop back on board. You will probably lose some viewers when the stream breaks but that's okay! It's going to happen from time to time. It's in the nature of digital technologies.

You don't want to make your audience sea sick by having a friend or family member hold your phone to film.

Instead, **use a tripod** to film, as mentioned above.

3. Do I need someone else to help me stream?

While you can certainly stream alone it's always easier to have someone else helping you.

That way you can focus on communicating with your viewers and showing off products.

An extra hand also makes filling out orders a much more streamlined process.



The Facebook Live Streaming Checklist

Hostess: _____

Show Date: _____ Day of Week: _____

Start Time: _____ Finish Time: _____

Invites Out By: _____

Shopping URL: _____

FB Event URL: _____

FB Event Title: _____

Daily Pre-Party Posts

(include date, time & post content)

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

Party Day Reminder Posts

(include time & post content)

Send text or FB message to hostess to remind guests

_____ 5+ hours: _____

_____ 3 hours: _____

_____ 1 hour: _____

_____ 45 mins.: _____

_____ 15 mins.: _____

_____ 5 mins.: _____

Giveaway & Specials

Cost: \$ _____

RSVP Giveaway: _____

InShow Giveaway #1: _____

InShow Giveaway #2: _____

Shopping Special: _____

Create & Edit Welcome Video

5-7 minutes, talk about company, how to order, returns, giveaways & share style

Pieces to highlight: _____

Party Post Schedule

Post #1 _____:_____ Post #2 _____:_____

Post #3 _____:_____ Post #4 _____:_____

Post #5 _____:_____ Post #6 _____:_____

Post #7 _____:_____ Post #8 _____:_____

Post #9 _____:_____ Post #10 _____:_____

Performance

Invited: _____ Attended: _____ Orders: _____

Commissions _____ (-) Costs _____ = Profits: \$ _____