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Grow Your Business

How to Create Effective Facebook Live Videos

Tim Paul, Piano Trends Music & Band

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TODAY - Anyone CAN Create a Live Facebook Video

- Out With the Old - In With the New - Attitude
- Who Is the Face of Your Business - You?
- Equipment Needed Facebook Live - Cell Phone



Examples

- Perfect? No?
- Effective? Yes!



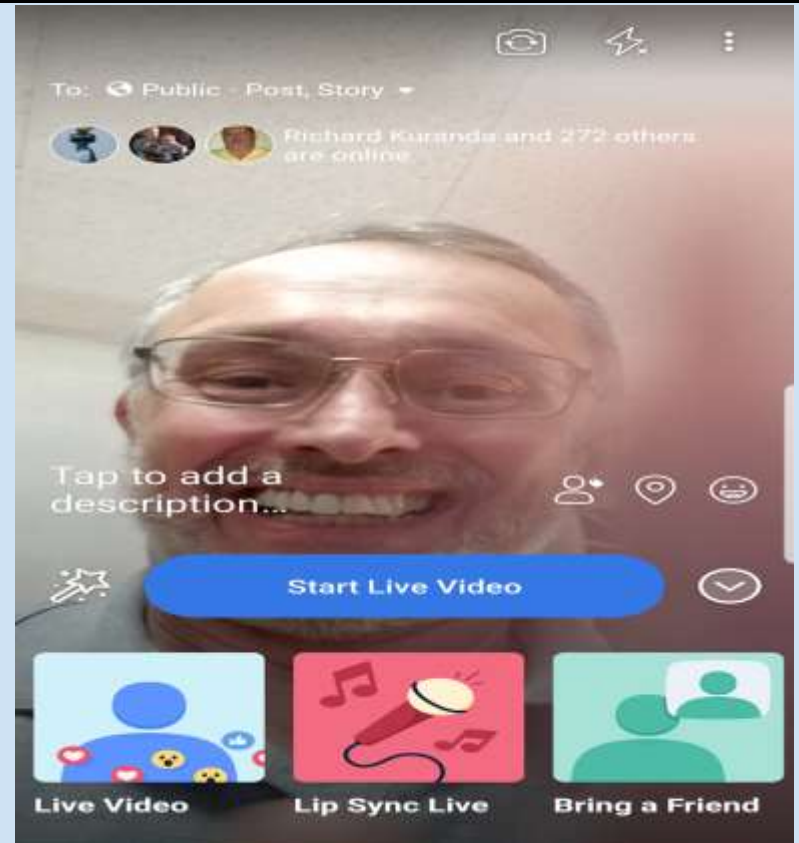
Getting Started

- **Goal - Increase Business**
- **Topic**
- **Title**
- **3–5 Points**
- **Likes - Comment Fields**
- **Smiles**
- **Intro & End - Identify by Name/Business**



Go Live

- ***Tap on Post/Tap on GO LIVE***
- ***Normal Live Video Option***
- ***Reverse OPTIONS***
- ***3-Second Head Start Live Video***
- ***Add Description/Title***
- ***Landscape Mode***



Rebroadcast Your Video

- Sharing Options (Friends-Groups-Pages-BOOST)
- Edit video title/description
- Convert to YouTube
- Share the video wide – Instagram, Twitter and LinkedIn





LET'S Get Ready to Go Live

- Message Content (plan it)
- Remember 3-5 message points max!
- Stay on Point
- Say Name & Business beginning & end of video
- Ask for likes, comments and share
- Did I say Share, Share and Share?





- **Let's Go Live**



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TIPS+TRICKS

Tim@PianoTrends.com

