

# Maximize Live Video for Audience Growth and Engagement

Fill in the blanks & check the tasks and strategies as you implement or complete each.

## Setting Your Goals

What ultimate goal do you hope to achieve through your live video?

Who is your target market for this video?

How does your video content help your target audience?

What about the video event will interest and motivate your target market to attend?

## Planning Your Video Content Outline

Create an outline of what topics, problems, solutions, etc., that you plan to discuss.

Intro/Welcome:

Topic:

Guest:

Topic:

Guest:

Topic:

Guest:

Topic:

Guest:

Topic:

Guest:

Topic:

Guest:

Topic:

Guest:

Closing:

Printable Handouts:

Resources:



Promo:

Date/Time:

Promo:

Date/Time:

Promo:

Date/Time:

### **Keep the Audience Interested & Active**

I will build anticipation during the broadcast by teasing the audience with hints about something that I'll be doing or featuring later in the show such as:

### **Go live and leverage replays.**

I anticipated some people missing the live event due to: