## **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	Goa	ls
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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:	

## Test and promote in advance.

I have tested these strategies and de	evices three days before going live.
I will also test these devices and eler	ments 2 hours before going live.
I have created these promotional ma	terials:
I have created this event promotiona	l (marketing) plan:
Promo:	Date/Time:

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:					