

Intro – Welcome your audience and tell them what you’re doing and why. You need to make sure that you get the point across that they’re going to benefit from listening to you. Send them to IMWithLiz.com

Invite – Invite people to share. If you can give them some incentive for sharing then do it. The more shares you get the more people you will reach.

Today’s Marketing Tactic – Talk about an Internet marketing tactic that you know about. If you’ve never used it say you haven’t and reference someone who has. It’s best to talk about things you’ve actually used, but you don’t have to.

Today’s Recommendation – Talk about a product you’ve gone through and mention the link so they can get the product. Make sure you post the link on your live too.

Q&A – Ask if anyone has questions about what you’ve covered. Don’t be afraid to do this. If you don’t know the answer tell them you’re not sure and then go find the answer. Come to me and ask or do some Google research. Once you have the answer make sure you return to your FB Live post and post the answer. Yes you can go back and comment even after your Live is over.

Wrap Up – Thank everyone for watching (even if no one is) mention again you’ve posted links in the comments, and say goodbye.