

////////// THE ULTIMATE //////////  
**FACEBOOK LIVE**  
**C H E C K L I S T**



# The Ultimate Facebook Live Checklist

Use this checklist when you are going live on Facebook to generate a flood of new patients FAST!

## BEFORE YOU BROADCAST

- Let your fans know that you are going live - send out an email to your database, send a text message, post on your page or in any groups that you are going live at a certain time
- Prepare your video boss formula
- Decide on a call to action
- Pick the right time that your audience are normally online- lunch time, early morning or evenings
- Make sure your phone battery is charged
- Turn your phone on to airplane mode
- Connect to wifi with a strong connection
- Choose your location
- Open the camera to check for positioning and correct lighting
- Use a tripod or selfie stick for stability
- Write a killer headline to attract visitors
- Make sure your profile is set to public so as many viewers as possible can join
- Do a face stretch
- Smile
- Tone it up

## DURING THE BROADCAST

- Introduce yourself and your practice name
- Tell viewers what you plan to cover and what's in it for them
- Focus on giving as much value as possible
- Interact with viewers when they join. Call out their name and get them to type back into the chat to you
- Get audience engagement every minute. Depending on the topic get them to type in one word to keep them engaged. Eg video if you are talking about video
- Make sure you mention your call to action every 3 mins to keep people around until the end of the broadcast
- Answer questions that come through in the chat box
- Ask your audience to share your video
- End with a call to action and any plans for your next video.

## AFTER THE BROADCAST

- Add a post thanking everyone for watching & encourage further comments and questions.
- Share your video across all your pages eg: personal page and business pages
- Tag people in the post to generate more reach
- Reply to any questions that came through
- Make sure you like and engage with people who joined the broadcast
- Boost your post on your page to reach more people
- Upload to other sites like your website, youtube etc
- Analyse your results from Facebook Insights (how many views did you get)