



Live Streaming for Pros

A beginner's guide.

A training *by* Tasha (TC) Cooper, Esq.
from UpwaradAction® Media

The P₅ Formula to Live Stream Like A Pro

**This 5 part beginner's program teaches you the essentials necessary to
Live Stream Like A Pro**

1. Production essentials for hosting a professional live stream.
2. Presentation essentials for making your live stream look professional and build your brand.
3. People energizing essentials for maximizing the energy and impact of your live stream.
4. Profit-oriented essentials for getting a return on the investment of your live streaming efforts.
5. Platform selection and safety essentials for taking care of your audience.

The P₅ Formula :: Production



Production - Essentials

Let's get YOU on the big screen.

CAMERA

- Webcam
- External Camera
 - USB port makes it easy
- Mobile Device
 - Invest in a stabilizer, like a tripod



Production - Essentials

Put your best face forward.

LIGHTS

- Placement:
 - In front, not behind.
- Tools:
 - Ring light or lamp



Production - Essentials

The people want to hear you!

AUDIO

- Computer microphone in quiet, closed spaces - only
- Lapel microphone
- External microphone



Production - Essentials

Maximize your power.

Internet & Data

- Hard wire is better than Wifi
- If you use Wifi, disconnect non-essentials
- If using your mobile device, make sure you have enough data & storage



Production - Essentials

Stay connected.

BATTERY LIFE

- Charge it up
- Have back-up



Production - Software

Expand your capacity.

Zoom.us

Be.Live

Streamyard.com



The P₅ Formula :: Personal Presentation



Personal Presentation

What's going on with your body?

- Frame your body
- Live or virtual backgrounds, it's up to your brand.
- Focus on the camera, not the monitor



The P₅ Formula :: People



People

Your people want to connect with you.

- Ask questions
- Encourage your audience to ask questions
 - Schedule it
- Answer questions
 - Double up
- Acknowledge the replay
 - Shout - outs
- Follow-up
 - Announce the expiration



The P₅ Formula :: Profit



Profit

Do it once, get paid in multiple ways.

- Content
 - FAQs
 - Strategy
 - Process
- Repurpose
 - Website
 - Social networks
 - Publications



The P₅ Formula :: Platforms



Platforms

Where are your people?

- Facebook
- YouTube
- Periscope/Twitter
- Instagram
- LinkedIn



Platforms

Safety first – be mindful.

- Be mindful of what's in your background.
- Be mindful of what's on your desk.
- Be mindful of what's on your screen, if you plan to screen share.
- Be mindful of copyright infringement.
- Be mindful of sharing your exact location.



If you enjoyed this beginner's guide to live streaming, get our list of Live Streaming resources.

www.UpwardAction.com/LiveStreamPro



About TC Cooper, Esq.



TC Cooper is an attorney, Amazon best-selling author, professional speaker, and executive coach. She has an interesting legal career that has included being a private equity attorney in a large international law firm, serving as deputy to the general counsel of a publicly-traded luxury brand, and being an associate general counsel in government.

TC is the president of Upward Action LLC – a social media training company that teaches leaders results-oriented systems and processes that leverage the power of social media and digital technology to increase impact, expand influence, and diversify income – all while building legacy-driven brands committed to excellence.



About Upward Action LLC (*UpwardAction*®)

UpwardAction® is a social media communications consultancy committed to teaching business owners and leaders how to effectively use social media channels, compelling content, and digital tools to attract, convert, and retain ideal clients.

We serves our clients and online communities through results-oriented masterclasses, online academies, eBooks, social media planners, and productivity frameworks.

UpwardAction® helps leaders leverage the internet to increase their impact, influence, and diversify their income.

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