



# Live Streaming for Pros

*A beginner's guide.*

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

# The P<sub>5</sub> 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 P<sub>5</sub> Formula :: Production



# Production - Essentials

## *Let's get YOU on the big screen.*

### CAMERA

- Webcam
- External Camera
  - Autofocus
  - High Resolution to prevent graininess
  - High Frame Rate to prevent freezing
  - Computer Memory & Speed for a smooth delivery
- Mobile Device
  - Tripod for stability



# Production – Essentials

## *Put your best face forward.*

### LIGHTS

- Placement:
  - In front of you, not behind to illuminate your glow.
- Tools:
  - Ring Light to evenly disperse light and prevent hard shadows



# Production - Essentials

## *The people want to hear you!*

### **AUDIO** ~ Amplify your voice!

- Computer microphone in quiet, closed spaces - only
- Lapel microphone
  - Minimize or eliminate noisy jewelry
  - Place near your heart to reduce amplification of random sounds
    - Heavy breathing, smacking, sighs, so-on-and-so-forth
- 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 with Zoom*

### Zoom.us

- Easy to use
- Host multiple guests
- Stream directly to YouTube Live
- Stream directly to Facebook Live
- Stream directly to LinkedIn
- Record your broadcast and repurpose it.



# Production - Software

## *Expand your capacity with Be.Live*

### Be.Live

- Stream directly to Facebook
- Stream directly to LinkedIn
- Host multiple guests
- Feature community comments
- Customize the lower part of the screen
- Add overlays to feature your brand elements
- Record your broadcast and repurpose it



StreamYard



Be Live



zoom  
Video Conferencing

# Production – Software

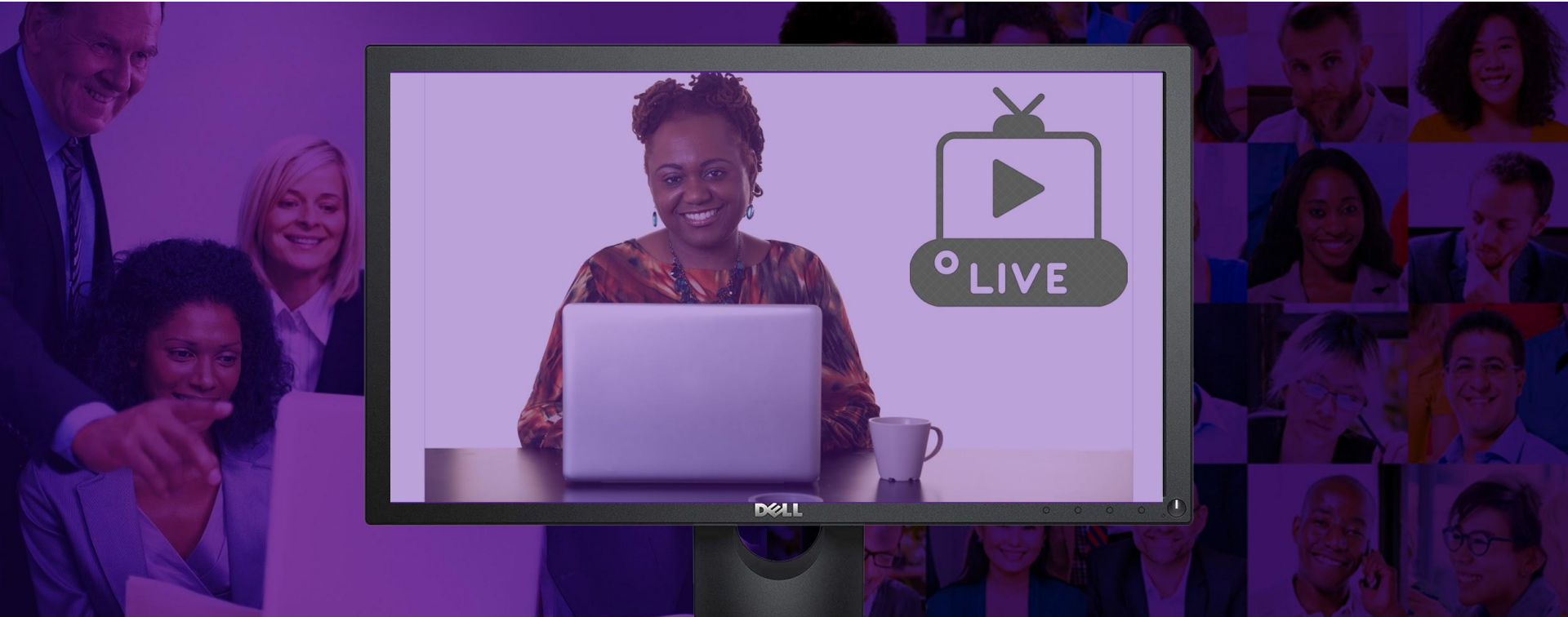
## *Expand your capacity with StreamYard*

**Streamyard.com**

- Multi-stream directly to different platforms
  - Facebook
  - LinkedIn
  - Periscope/Twitter
  - YouTube
- No software download required
- Host multiple guests
- Record your broadcast and repurpose it



# The P<sub>5</sub> Formula :: Personal Presentation



# Personal Presentation

## *What's going on with your body?*

- Frame your body
  - Get centered -or-
  - Angle yourself strategically
- Live or virtual backgrounds, it's up to you
  - If you use a virtual background, be mindful of the output.
- Focus on the camera, not the monitor
  - It's fine to use your notes, just be sure to come back to the camera.





# The P<sub>5</sub> Formula :: People



# People

*Connect with you people; they want you.*

- Ask questions
  - Encourage your audience to use chat or other virtual cues.
- Encourage your audience to ask questions
  - Schedule in time to answer them.
- Answer questions
  - Consider a second device to monitor/answer questions.
- Acknowledge the replay viewers
  - Ask them to participate using hashtag #Replay
- Follow-up
  - Review the broadcast for a period of time afterwards and answer questions.



# The P<sub>5</sub> Formula :: Profit





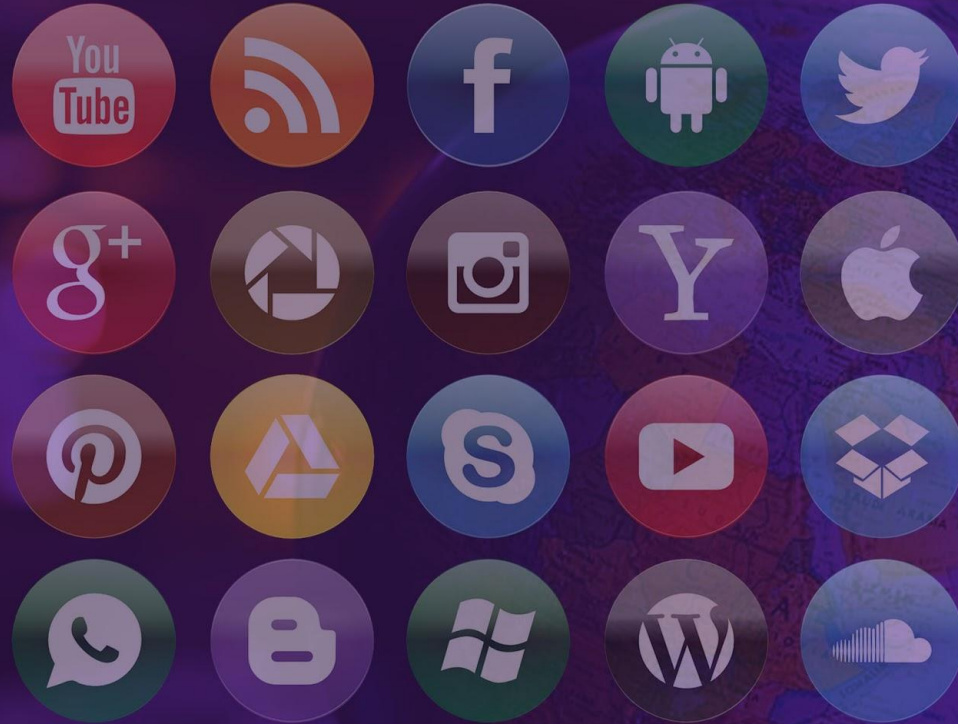
# Profit

*Do it once, get paid in multiple ways.*

- Create evergreen content, even with current events
  - Talk about your FAQs
  - Talk about your strategy
  - Talk about your process
- Repurpose to get a ROI (*aka profitable return*)
  - Use full videos on your website
  - Share snippets on social networks
  - Transcribe and publish the written words



# The P<sub>5</sub> Formula :: Platforms



# 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.



# Platforms

## *Where are your people?*

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



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

[www.UpwardAction.com/LiveStreamPro](http://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.

## Connect with us online!

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