



The P5 Formula to Live Stream Like A Pro Resource Guide *from UpwardAction® Media*

This Resource Guide shares a few of our favorite tools for
Live Streaming Like A Pro.

We know that sometimes it can be hard to identify and find the best tools for your online broadcasting needs. This Resource Guide is designed to help you get the tools you need to be successful online.

This Resource Guide is for your information only. Neither UpwardAction® nor TC Cooper provides any guarantees or warranties regarding the use of any tool or resource described in these pages.

This Resource Guide contains Amazon links to tools and resources that we use at UpwardAction® or have researched for your consideration. These are affiliate links, which means that if you make a purchase through a link in this guide - we may receive a commission on your purchase. Using these links will not increase the purchase price of the product; Amazon pays the commission.

Each of the tools and resources that we share supports at least one component of the P5 Formulas for live streaming like a pro. Use them and start streaming like a pro. Let's go!

The P5 Formula

- Production
- Presentation
- People
- Profit
- Platform

1. Let's cover **PRODUCTION** essentials for hosting a professional live stream.

Ring lights are extremely helpful for evenly distributing light in order to get rid of harsh shadows when you are broadcasting.

Here's one ring light for your consideration:

- 10" LED Ring Light with Stand and Phone Holder, UBeesize Selfie Halo Light for Photography/Makeup/Vlogging/Live Streaming, Compatible with Phones and Cameras (2020 Version). Check out this tool on Amazon at <https://amzn.to/2D4HRif>.

External cameras are important for desktops and older model laptops. Be mindful of your computer hard drive before purchasing. You need enough juice to support the camera.

Here are two external cameras for your consideration:

- 2020 [Upgraded] NexiGo AutoFocus 1080p Webcam with Microphone and Privacy Cover, Noise Reduction, HD USB Web Camera, for Online Class, Zoom Meeting YouTube Skype Facetime, PC Mac Laptop Desktop. Check out this tool on Amazon at <https://amzn.to/2YEUbgO>.
- Logitech HD Pro Webcam C920, Widescreen Video Calling, and Recording, 1080p Camera, Desktop, or Laptop Webcam. Check out this tool on Amazon at <https://amzn.to/2EzbXuX>.

A lapel microphone is a good tool for discretely amplifying your voice and the voices of those you may be interviewing for video shows or podcasts.

Be sure to review the "Live Stream Live A Pro" training materials for important information about using lapel mics.

Here's a link to one of our favorite lapel mics for your consideration:

- Movo Professional Lavalier Lapel Clip-on Interview Podcast Microphone with Secondary Mic and Headphone Monitoring Input for iPhone, iPad, Samsung, Android Smartphones, Tablets - Podcast Equipment. Check out this tool on Amazon at <https://amzn.to/2YEQiby>.

My Yeti mic is a constant companion when UpwardAction® president TC Cooper is recording audio shows. It's a pricey external microphone, but worth every penny.

Here's our favorite external microphone brand on Amazon for your consideration:

- Blue Yeti Nano Premium USB Mic for Recording and Streaming - Shadow Grey. Check out this tool on Amazon at <https://amzn.to/34DHvdR>.

During the "Live Stream Like a Pro" training, TC shared three resources that can help maximize your time and energy while live streaming - and also help you to be more engaging with your audience.

Here are three favorites for your consideration:

- Zoom.us
- Be.Live
- Streamyard.com

Now that we've covered Production, let move on to your Personal Presentation.

2. Let's cover PERSONAL PRESENTATION essentials for making your live stream look professional and help to build your expert brand.

If you're going to make use of virtual backgrounds, consider using a "green screen" to give your virtual background a more polished look, and reduce vanishing body parts during your broadcast. Pay attention to your camera's range when looking at the size of the greenscreen.

Here's the green screen that we use, for the rare occasions that TC uses a green screen:

- Neewer Chromakey Green Chromakey Blue Collapsible Backdrop Collapsible Reversible Background 5'x7' Chroma-Key Blue/Green. Check this out on Amazon at <https://amzn.to/2ExJUMB>.

Sidebar: We've found that using this green screen is tricky with a MacBook Pro's internal camera because the Macbook camera has a wide range; however, it works very well with the cameras on smartphones.

Now that we've covered Presentation, let move on to connecting with your People.

3. Let's cover connecting with **PEOPLE** essentials for maximizing the energy and impact of your online broadcasts.

Building a magnetic brand and curious community is how you keep your people connected and engaged with your online presence. In addition to following the advice shared in this live streaming program, check out the UpwardAction® YouTube channel for videos on building a magnetic brand and engaging community.

- We pulled a video from our training vault and put it on our YouTube channel just for this Resource Guide. It's from TC's early days of broadcasting on Periscope. The background and style of presentation are dated (*this is before live streaming got fancy, fancy*) but the content share is still solid. Check it out at <https://youtu.be/6KArxJYAXXQ>.

Sidebar: The content shared in this video is solid, even though the video is dated, because TC focused on strategy, and not just tactics.

Now that we've covered People, let move on to generating Profitable returns.

4. Let's cover **PROFIT**-oriented essentials for getting a return on the investment of your time.

To get a return on the investment of everything it takes to "live stream like a pro" requires you to be thoughtful about the content you create and how you get your content out into the world. Check out our resources to help you plan and distribute your content like a pro.

- Watch a short video from our UpwardAction YouTube channel for tips on how to create compelling content for your social media account. Check it out at <https://youtu.be/NkzdmWfLl6c>.
- Our team uses SocialBee to repurpose social media content all over the internet. You can check it out at <https://socialbee.grsm.io/upwardaction>.

Now that we've covered Profit, let's move on to Platform considerations.

5. Let's cover **PLATFORM** selection and safety essentials for taking care of your audience.

To be safe online while live streaming or created pre-recorded video, it's important to be mindful of what's around you and in your environment.

- Head on over to our website UpwardAction.com and check out our blog post at <https://upwardaction.com/bemindful> to learn more about key ways you can be more mindful and safe when you show up online.

Now that you know our company's process for live streaming like a professional and you have starting points for getting the tools you need to live stream like a pro, there's nothing to it but to do it.

Get yourself together and start live streaming today! Seriously, like today. Send us a message on Facebook, Instagram, or Twitter if you have questions or need help.



TC Cooper, Esq.

TC Cooper is an attorney, Amazon best-selling author, professional speaker, and executive coach.

She 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.

At UpwardAction®, we are proud to serve our clients and online communities through results-focused masterclasses, online academies, eBooks, social media planners, and productivity frameworks.

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