

Facebook Fortunes Webinar 18

How To Use Facebook Live To Dominate Your Niche

Kerry: Hello everyone and welcome to this week's Facebook Fortunes Webinar.

It is Webinar 18 in the series and it is all about how to use Facebook Live to dominate your niche.

I have been watching a lot of people using Facebook Live - people getting on live and talking about stuff and I believe a lot of you can use this, so I want to show you how you can use this properly, because you might see some people getting on there just talking randomly, without any purpose.

There are all sorts of things that you can do with Facebook Live and I will go into details in a minute about what it is, as I know some of you don't know what it is.

I want to share some of the reasons why you do want to use Facebook Live.

It is basically Live Video, so you are pretty raw on it. You cannot hide behind a pre-recorded video. You basically go onto Facebook and push Live Video and there you are - people can interact with you in real time, but what is really great is that Facebook is giving preference to Facebook Live.

So you can do it on your page; your business page; and, in a group.

Now, Facebook is giving preference to it because, of course, we know that Facebook wants to take over everything, so they are giving preference to videos because they want to compete with YouTube. They are giving preference to "likes" because they want to compete with Periscope and Meerkat and things like that.

If you do it on your Business Page, apparently around 20%-25% of your fans will see it. It will either come straight up in their "newsfeed" and notify them that you are holding a Facebook Live or when they log back into Facebook, it will be the top of their newsfeed that you have held a "live video". Let's say that they don't get there on time.

The thing is that you will get in front of more of your fans if you do it on your personal profile - and let's say that some of you are ok to be the face of your business, as such - then around about 75% of your fans to get to see the "live video" when they log back onto Facebook - or not so live - as it is recorded as they do it.

What I am trying to say to you is that if you are not doing Facebook Live, right now and you really want to be the authority in your niche and I know that a lot of you do, then this is something that you really want to learn to dominate.

Another good thing about it is that not many people are doing and that is because they don't know how to do it or they are too scared to. I think that you will all understand that you have to feel that fear and do it anyway and if through this presentation today, I can show you ways that you can test it out before you actually go "live", so to speak and the if you stuff up the first time around, it really doesn't matter - at least you have given it a go.

I will give you a template after the webinar and I think then you will have less chance of getting stuck along the way.

Firstly, to get started on Facebook Live, effectively, is like posting. That is pretty much it.

Let's just say that from your business page that you go to do a post and it gives you an option to go "live". You can see the camera and check your hair and teeth before you start the camera rolling.

It is a really great way for you to create content, also.

I have written down a whole list of different topics that I can talk about and I suggest that you do that also. You can repurpose your Facebook Live, also e.g. FAQs and SAQs and entertainment and all sorts of other things that you can do for a "live video" and talk to people about and then, you can repurpose that and use it for your blog posts, YouTube videos, advertising etc., to really build your brand.

I will show you how to create content.

We are going to go through how to get engagement with Facebook Live, as well - to get people to interact e.g. the little secret things that you need to do to get people to come onto the Facebook Live, in the first instance and how to get them to interact with you on the "live" also.

After it is finished, it stays on your Facebook Page, so people can see it when they come to your Facebook page, but it also lists in the newsfeed for a lot longer than other posts and so, let's just say that one of your fans comes onto Facebook a few hours after you have held the "live video", it will most likely be at the top of their notifications and it will say "Kerry Fitzgibbon was Live".

How to start on Facebook Live.

You can do it on a Personal Page or Group if you have a Private Group, which we haven't gone into huge detail about yet, but we will do that on another webinar, or you can do it on your business page.

Those are the three different places that you can hold a "Facebook Live".

One of the things that I want to share with you is the best way to do them. One of the mistakes that I see a lot of people making is that they don't prepare for it.

Don't just jump on Facebook Live, unless you are very good at adlibbing stuff and you can speak straight to the point.

Always prepare and think about your product and have some bullet points of what you will be talking about, because that will make it a lot easier when you get onto the video to be able to speak without rambling.

The other thing that you want to have is a catchy title, so we want a headline.

To give you an idea, when you first start a Facebook Live, it will ask you what headline you would like or you can make a post e.g. The 3 Things That You Need To Know To Do A Facebook Live To Build Your Business.

Give it a catchy title so people can know what it is about and they can look at it in the newsfeed and know if they are interested in it.

You also want to share it with the Public. So, the next thing it will ask you to do when you start to go Live, is whether you want to share it Privately, in a Group, Publicly or Friends.

Now, nine times out of ten, unless you are practicing. If you want to practice it a few times, you can share it to a Private Group that you have set up. Early next week, I will do a recording on how you can do that, so you can see my screen and look over my shoulder and see how I do it, but you can share it to a Private Group of one person - yourself - so you can practice and then you can go and listen to it, but my advice is to prepare yourself and jump in boots and all. You may not get it right, but keep practicing, because practice makes perfect.

You also want to have maybe 3-5 bullet points, so you can speak to them.

So, you have a nice catchy headline with 3-5 bullet points to take people through and in a short video, most people don't take on more than 3-bullet points, so even if your topic has 8-9 bullet points that would make it a good system, just pick the top three for one Live and then, the following week, you could hold another Live, with the other bullet points.

You want to be asking for questions from your audience when you are Live, also.

Imagine that it is like you sitting here with me on this webinar. It is exactly the same. You want to engage people on Facebook and ask them questions to get them to interact with you.

The last thing that you want to have is a Call to Action.

I will give you a bit of a spiel on how you can start a Facebook Live, but those are the key things - Catchy Title; Share it to the public; 3-5 bullet points and with those bullet points, I write them out onto a piece of paper and one of the things that I also suggest that you do is to invest in a Selfie Stick. I know that some of you are cringing right now, but I bit the bullet and bought my first one a few months ago. My kids go hold of it and broke it, of course, so if you do buy one and you have children, don't let them get and if you have animals, don't let them get it either, but you can hold the Selfie Stick out and talk to the camera.

You can put your bullet points on a piece of paper and sit them on your Selfie Stick at the bottom, so you can refer to them. If you don't have a Selfie Stick, you can use your arm or hold them in your hand - people don't care if you look down for a second - or you can go really pro and set up a stand, but you don't need to. All this is about is doing it and doing it nice and simply and people don't expect it to be polished, because you are Live. They expect it to be a bit raw.

Those are my suggestions.

The Calls of Action that you can have are asking people to share the recording of the Live or to come and visit the website e.g. if you would like more information on this, make sure that you are listening in every Thursday at 12:30, when I will be going Live with a different topic to help you to grow your business.

You might want to use a Call to Action to get them to come to an event e.g. if you really like what I was talking about today, on the slide, then I will put a link in the comment section, to direct you to an event that I am holding in a couple of weeks time.

You might want to offer them something free e.g. if you really like what I was talking about today on this Facebook Live, about using Facebook Live to build your authority, then pop along to my website on this link, where I have a check list for you to use to get started with Facebook Live or I have a free template for you.

You get them to come to your website and put in their information and then give them something for free.

Those are the different types of Call to Action's that you can have, but make sure that you have one and even if it is asking them to leave a comment below, if it was useful to them.

In terms of testing Facebook Live, there are a couple of different ways that you can do this.

You check you Wi-Fi signal and make sure that it is strong enough and I don't know how many of you were on the Gold Coast last Thursday, but Telstra's server was playing up, so the Wi-Fi signal was pretty bad. Karen, Caitlyn and I were getting ready to throw our computers out of the window, so that would not have been a good day to hold a Facebook Live.

Check your sound and lighting, also. You don't necessarily need another microphone, although you can get some plug in mic's and you don't need extra lighting, but before you hit the Live button, you can see what you look like and do a practice run and check your sound, also.

I decided to do my first Facebook Live to my Run Marathon Training Group and it was about a question that I had been asked the day before and it was about increasing distance. A person who had just started out running and they were only running about 5km net and they wanted to increase the distance, quite significantly and they asked what the safest and best way was to increase distance and I thought that it was a really good question.

I am a runner and wanted to get out and do it in nature, rather than in the house, so I went along to a little creek by my house. It is not the nicest creek, but it is by my house. I thought I could have the trees behind me and it would look fantastic. I had a built in microphone on phone and I had my selfie stick ready to rock and roll and I pushed play and people were on there, but no one was interacting with me.

I thought that what I was saying was gold in regards to increasing your distance in running and I felt like I was the only person there. I hopped off the live and no one had commented or reacted to my call to action, in fact people were dropping off. So, I went and listened to it straight after, because you can and all I could hear was the sound of wind. I thought that I was out of the wind, but I wasn't and I didn't have the little windsock on the microphone, either, so learn from my mistake.

You can post to yourself. So, where has the Go Live button, you can Share, also and you can share to Only Me and then look at how you are and the sound etc. or you can set up a Private Secret Group and you have to add at least one other person to it. You can add me if you need to.

I have one called Facebook Live Test Group and it is me and my alter-ego that are in this group.

You can post to that group and see how it goes.

You can also download it and listen to it, too.

Either way is ok.

Let's get to the exciting stuff on how to create your content for Facebook Live, because even I struggle sometimes. If you think about it, you are already so into your business and so advanced with your knowledge on your niche. You are the authority in your niched and you know so much and sometimes, it is hard to think back to the basics and talk about what beginners would be interested in.

I want you to practice this 3E Formula.

This includes empowering, entertaining or educating.

We want to empower, entertain or educate.

If we are talking about empowering people, we are talking about something that is inspirational or motivational. E.g. I might get on a Facebook Live to my Marathon people and tell them a story that someone has told me on the page, about running a Marathon to help raise money for their child who has cancer and that is what they did and they wrote a beautiful story on how they did it, so I might share that inspirational story.

I have started my Iron Man training and my coach was telling me his story and he said that he was a kayaker in New Zealand and he did really well. In fact, he rode with some of the top kayakers in New Zealand and with some of the top kayakers in the world and he got very sick and dropped a lot of weight, so was unable to kayak anymore.

He then took up triathlon and iron man and at the start of 2001, a car hit him from behind and it was six months until he could walk again. In fact, he was told that he would never walk again and that once he started walking again, he most definitely would never be able to ride a bike or do triathlons and they guy has done six Kona's - that is the Hawaiian Iron Man.

The distance is a 4km swim, 180km bike ride, followed by a 42km run, so that is a few hours of training. This man has done 6 of them and you have to qualify to compete in them.

He is very inspirational with his story of "you will never walk again, to doing 6-Kona's.

Use an inspirational story like that about someone or yourself, even, that people can resonate with.

People love story telling. I am starting to use it more and more and more, in what I do, because I think people can relate to stories and we have been relating stories since way back in the cave man days. We were scribbling on walls telling stories, back then.

So, think of something that's in your niche and it maybe something that you don't think twice about, but it maybe a really great story to tell someone or talk about on a Facebook Live.

You might have a really, really good book, have watched a really good video or read a good magazine and so you can start to write down some of these books, videos or articles in magazines, in your niche, that might help someone.

I listen to podcasts most days when I go out training and there will be certain things on podcasts that I will pick up on and when I get home, after I have listened to one, I write down key points or if I read a book or watch a video, I do the same. So, you can do the same thing when you are reading a book or magazine or watching a video etc. Write down they key points that you might be able to use for a Facebook Live. Even if you don't use them straight away, just start thinking about it.

I am going to share my template with you. I will show you when I finish this presentation the template that I am working on and you will get access to it in the Members' Area.

In terms of empowerment, you might want to talk about facing fear e.g. share with them the first time you went on Facebook Live and how difficult it was.

In fact, for me and a lot of you won't believe this, even though I was a broadcast journalist, I was petrified of getting up on stage when I first did it, but I knew I wanted to do it. I looked at Andrew and Daryl on stage, when I first met them a few years ago and thought that I wanted to be them and that is what I

wanted to do and it hit me that I would have to get up on stage and do it and the first time I got up, Daryl threw me in the deep end.

Andrew and Daryl both had become really sick, so one had to get up and perform one day and the other got up, the next day, but they needed someone to fill in some of the gaps and that was me, so I had to get up in front of 50-60 people and talk about copywriting and I am not a copywriter, but I had to research what I could and then jump up and do it and I was so scared, but there was nothing better than being thrown in the deep end and in fact, in the early stages, I used to hope that something drastic would happen so I wouldn't have to jump up on stage and now, I love it and I love helping you and other people.

You may want to tell a story like that and that is something that I am going to share, that is about facing fear's and going for it anyway.

You might hear a good quote and you could do a Facebook Live about the quote and talk about what it means to you etc.

Sharing a book that you have read that will help people, is another thing that you can do, like I have said.

So, that is it for the Empowerment side of things.

You might want to do some Facebook Lives on Entertaining people, so make them fun e.g. tell a funny story - my funny story about doing Facebook Live and having the wind interference. It is a good fun story.

Something that is Adventurous is Entertaining.

You might want to talk about some Real Life Events to Entertain people e.g. Sporting Event in certain niches, but use your personality and I know that some of you have an absolutely fantastic sense of humour, so don't be afraid to share that with people, because they will resonate with that.

You know me - I laugh at my own jokes - and I am not scared to share that because that is who I am, because not everyone gets them, so if I don't laugh myself no one would, so don't be afraid to use your sense of humour, because people relate to it and like it and love getting to know you as a real person, because keep in mind that people do business with people and not with another business, so if you can let your personality shine through and I know that you have awesome personalities, people like that.

Another thing that your Facebook Live can be is Educational.

It needs to be value driven - what's in it for them and what do they know. It needs to be answers to those FAQs.

You want to be teaching something and give helpful tips and tricks and the pros and cons of doing something e.g. the pros and cons of using Facebook Live on your business page, as opposed to using it on your Personal Profile.

You don't have to do the 3 E's in one line, by the way. These are just ideas for the 3 E's formula.

Now, I will go through my Facebook Live Template with you.

This is the one that I will be sharing with you and it goes like this:

Headline: Come up with a catchy headline or post. (Create Post)

Example: 3 Steps to use Facebook Live to Boost your Business

Think about what your intro is in the first 30-seconds. To give you an idea of the length of a Facebook Live, you might want to do about 5-minutes, because it is Live and people will be coming on, so you stay on for 3-5 minutes. If it is something interesting, then you might want to go longer, because people can interact with you. It is quite different than doing just a regular video where you do it a little bit shorter.

In the first 30-seconds or more, you want to be thinking about introducing yourself.

I might say:

Hey you, hope you are well today! I am Kerry Fitzgibbon and I'm a Facebook Marketing and Ads specialist - I help businesses all over the world implement the latest Facebook Marketing Strategies!

What makes me different to most is - I focus on using Facebook to Make Money just for friends...and that means I like to use FB to build long term, scalable, sustainable income streams, not just one off-promos.

So if this is something you are interested in Listen UP:

Today's topic is 3 Steps to Use Facebook Live to Boost Your Business

That is the start of it and then we go into our bullet points:

How to prepare for Facebook Live
Building Engagement With Facebook Live
Repurposing Facebook Live

Those might be the bullet points and I will go through exactly what they need to do to make sure that it works for them.

I will give you a copy of this and a copy of the 3-5 bullet points, so all you will need to do is to replace my writing for yours and that way you won't have to start from scratch.

Let's look at how to get Engagement.

The first thing is The Intro and knowing what to say at the start and that can be your intro, for every time that you jump onto Facebook Live. You can mix it up a little bit, but pretty much every time it would go something like: "Hi! It's Kerry Fitzgibbon here! I am a Facebook Ads Specialist, best known for helping businesses around the world make money with Facebook and not just friends etc.

Today's topic is...."

And then I would go through the bullet points.

Know what to say at the start. At least get that prepared and rehearsed.

Think of it like you are speaking to one person, so the best way to do this is to visualise a person that you know, like and trust. Visualise your best client and imagine that is who you are speaking to.

The mistake that I see people make on live is that they sound like they are speaking to a whole lot of people and you might be and people will be commenting and you have to respond as they do, but when

you first start off, think of it as speaking to one persona and that is your very best client and you are offering them something great.

You also want to train your viewers to do something e.g. after the end of day, the topic will be 3 Steps to Using Facebook Live to Build Your Authority. So, you would ask them to feel free in sharing the Facebook Live with someone that they believe it will be useful to. You tell them it is the big button at the bottom.

You could also tell them that if they wanted to hear more of your Facebook Lives, they could subscribe to your page and turn on the notifications for your page, so they can see more of it.

Train your audience to do something e.g. comment or ask questions etc.

As people come on, don't be afraid to say "Hello" to them by name!

Once you have told them what the topic is and have gone through it, then acknowledge your viewers and go through your bullet points and then reengage your viewers with a question.

After you have finished your Facebook Live, you can download the Live Video and it will tell you this. It will say it on the Facebook Page.

it will also go back into the Newsfeed of your fans e.g. when they come onto their Facebook Page. They can repurpose for about 6-12 hours. There are no set hours, but it will keep popping up in the Newsfeed.

You can download that Live Video, if you want to and you can then repurpose e.g. on your Blog Post, with a caption at the top of it or YouTube or Sharing it around.

You might want to break it up if it is quite long and you have a video producer.

You can edit it video software or get someone else to. I am certainly not a video editor. I use Brian to do any of my editing and he is in the Philippines.

The trick that most people don't do - the secret sauce for you - is 24-hours after the Live, you can go back into it and see if people have liked it or shared it. If someone has shared it, then go and like the shared post. When you go in, you will see what that looks like. Maybe next week, I can do some screenshots and record my screen and maybe do a Live, but we will decide that later.

Make sure that you comment on the shares and comments e.g. Thanks for sharing, Karen and then comment if someone has made a comment, in there, just as you would if someone makes a comment or likes a post that you do.

Now, it is really fantastic what that does. It reactivates that Live, again - the video and it triggers Facebook to see that 24-hours later you are going in and liking the shares and likes and comments etc.

Firstly, they get notified and it goes back into their feed. Their friends get notified and it can go into their notifications, also, but it can also spring it back into the Newsfeed, again. Don't ask me how, but it is one of Facebook's little algorithms and they think it is popular, so they put it back into the Newsfeed, so it makes it last for longer.

After we've done that and reactivated it again - 24-hours after - about 48-hours after, we want to run an ad to that Facebook Live, so effectively, we want to boost the Facebook Live. We've done the Live Facebook Live; we have waited for 24-hours and gone back and liked and commented on people who

have acted on it and that then boosts it in the Newsfeed, again, organically, for a little bit longer and then 48-hour after the Live we go and do some paid advertising with it.

You boost it and you boost it to your fans, look-a-like and an interest-based audience, also.

Then, what is an extra amazing step to it, that I absolutely love, is we can then remarket to Video Views.

You have done the Facebook Live. 24-hours later you are organically boosting it. 48-hours after the Live, you are paying to boost it. Then, you go back into Facebook and grab the audience who watched the video for more than 50% and then you remarket to them, which is the secret, secret sauce.

Let's say that someone has come on to watch the video and you then want to remarket to those that have watched more than 50% and drive them back to your website or to get sales e.g. remarketing to them telling them that if they loved your Facebook Live, then they will love your 3-day workshop. Give them the benefits of coming along and get them to go to your event page and register for either the webinar or event or whatever it is that you want them to do.

Sometimes, it is a bit hard to get your head around, but if you have any questions about it, go to Base Camp and let me know and I am happy to help you more, but those are pretty much the steps to using Facebook Live To Grow Your Business and a lot of people don't do this right because they don't prepare and come on with a proper topic etc. and they don't the step after the Live, which is the List Builder and the Magic Sauce and it is boosting it and getting the most out of and really repurposing it to get your target audience and get them to know, like and trust you, which is the first step to them wanting to do business with you.

That is how you use Facebook Live to Boost Your Business. If you have any questions, fire away!

Question: Does this have to be a post from your Smartphone?

Answer: No! Even though it is easier on your phone, you can use your Desk Top, you are just using your camera on your computer.

Question: How do we do all of this?

Answer: With Facebook Live it is a bit of suck and see, to be honest, but I will be doing videos on how to do this and we are happy to help out and help with boosting and remarketing etc. In fact, I will try to do that next week. At the moment, I am recording my screen on Facebook Live.

I have had to download a bit of extra software to be able to record my screen on a Facebook Live, so typically it records from the front camera and I don't have that bit of software right now, so maybe on Go To Webinar we can do a Group thing and do a Facebook Live - if I can! I am trying to get my head around how to do that for you.

There is a special Facebook Live that you can use specifically for this.

Some people have two cameras set up, so they have a Facebook Live camera and then they have another camera recording their screen, from over their shoulder.

Question: How many bracelets did you sell from your last week's demo?

Answer: I think last weeks demo was the TeeSprings campaign. Correct me if I am wrong. I may have done an ad for the bracelets the week before. i should know my exact numbers, but I think

yesterday, I made about \$400 and the day before \$200. Karen probably knows those figures more than I do, but they are going out the door.

I was presenting at a workshop on Sunday - The Importance Club - and it is a workshop on how to import from China and I took my bracelet to show them and one of the guys said that he was running a marathon and his partner was sitting beside him, nodding her head and I got the impression that she was running a marathon too.

So, at the end, I asked who was running a marathon and gave him one of the bracelets and found out that she wasn't, but found out that she wasn't, but that he was going to wear it for her and I told him that it was pre-worn, also, which made it more exciting.

Apart from Karen, Caitlin and myself turning up and doing it for you, we will help you in any way possible, but I really want you to try it, because I think it will be great for you.

Question: It would be great to know how to remarket the Facebook Live!

Answer: If one of you can do this - maybe Darren, because you are pretty much set up to do Facebook Live, anytime, now. Let me know when you have done that and if it is ok with you and I will record myself, using the system - boosting it and remarketing to the viewers, also.

Darren has an event coming up and he has already sold 140 tickets. That rocks and Darren and I will be presenting at the same event in March, so we are both superstars. Cool!

I hope this made sense. Please let me know if you do want me to re-record this particular video, but your homework is to come up with a 5-different topics and write an intro script and post those into Base Camp and Karen, it is our job to go through and check them.

Your job is to be prepared for next week, where I will figure out a way.

Please let me know if we are all ok.

Bye and have a good afternoon.