

How to Use Facebook Live To Dominate Your Niche

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FACEBOOK PROFITS **PROGRAM**

Using FB Live

- How to get started on Facebook Live
- How to create content
- How to get Engagement
- Repurpose FB Live

How to start FB Live

- Personal, Group or Page
- Always prepare
- Catchy Title
- Share with public
- 3-5 bullet points
- Questions for the Audience
- Call to Action

Test FB Live

- Post to yourself or set up private group to yourself
- Check wifi signal, sound and lighting
- You can post or download

How to Create Content

- 3E Formula
- Empower
- Entertain
- Educate

Empower

- Inspirational
- Story telling
- Book, video, magazine
- Facing Fear
- Over come hurdles
- Share quote
- Share book

Entertain

- Fun
- Adventurous
- Real Life Events
- Sporting event
- Your sense of humor

Education

- Value Driven
- Teach
- Helpful tips and tricks
- Pros and cons

How to get Engagement

- The Intro – know what to say at the start
- Speak to one person
- Train your viewers to do something – questions
- Feel Free to share
- Turn on notifications – Subscribe

Repurpose and Dominate

- Download “live” video
- Repurpose on YouTube or Blog
- Can edit in video software
- 24 hours after live – go back in and like shares
- Then comment on shares and comments

Building a List and Sales

- 48 hours after boost post – FB Ad
- Boost to Fans, LAL and PI
- Then remarket the video (FB live) to build a list or sell. The way to do this is to run an ad with the audience the people who viewed up to 50% of the Facebook Live video.