

*ABN*aturnals



LAUNCHING YOUR
BUSINESS GUIDE
2018

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

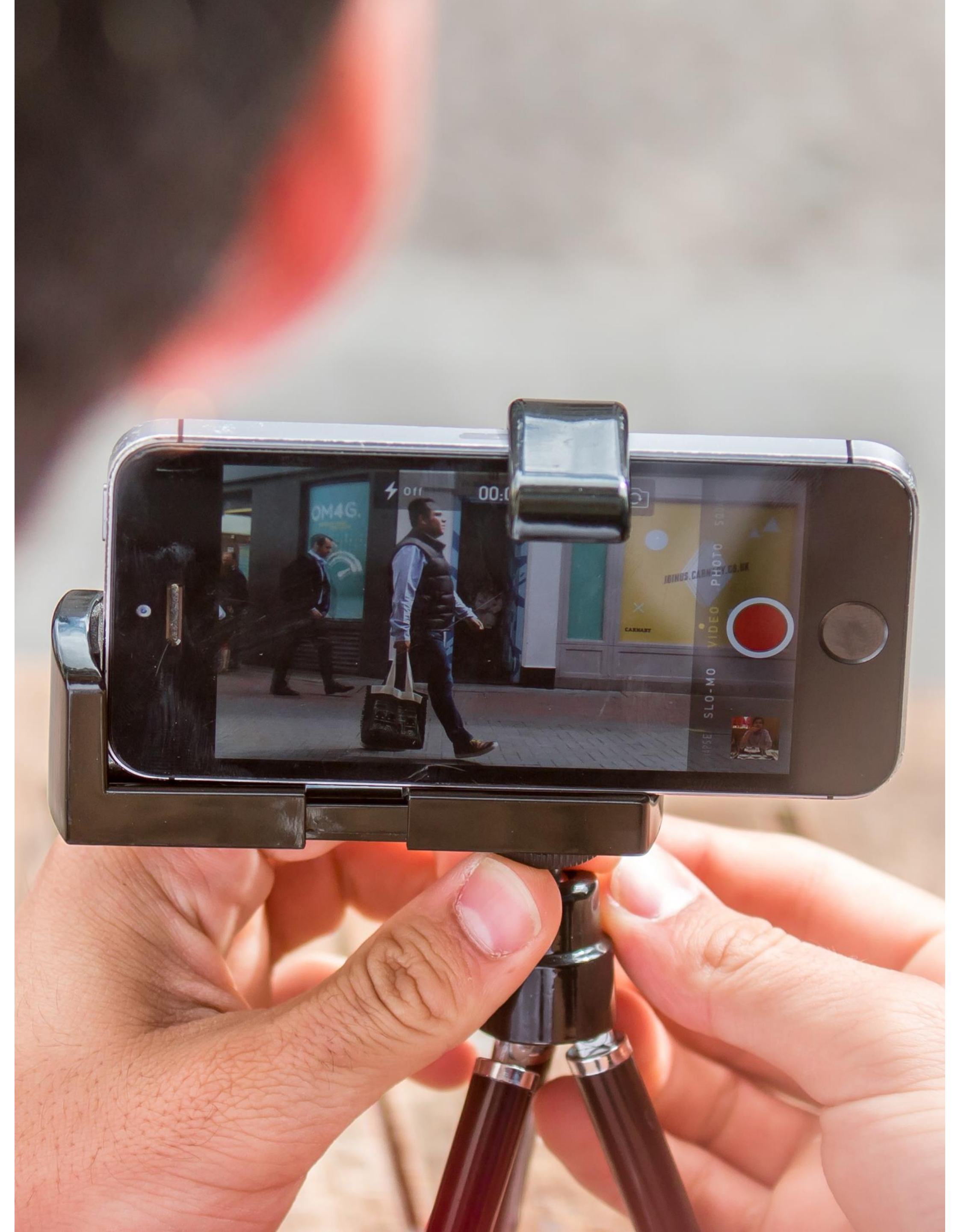
WHY USE VIDEOS?

SHARING AND CONNECTING WITH YOUR AUDIENCE

Going live and using videos can help you have a deeper connection with your audience. Live feeds and videos help build trust and support your viewers in getting to know you!

Your audience can hear your voice, see your facial expressions, etc. It's a very effective tool for sharing a message and getting people to interact with you online!

AFTER ALL... SOCIAL MEDIA IS ALL ABOUT BEING SOCIAL!



ARE YOU NERVOUS?

IT'S OKAY AND COMPLETELY NORMAL!

Making videos doesn't come naturally to most people, but learning how to do it and practicing will help you feel more comfortable! It is totally normal to have doubts, but overcoming them and facing your fears is what will make you successful... and make you stand out from your competition.

Your first few videos may feel unnatural but you **will get better** the more you do it. Above all, make sure you are confident in your message and think in your head everyone loves what you are saying already. Push out the negative thoughts and just start recording, or streaming, depending on how you are doing your video.

SETTING YOURSELF UP FOR SUCCESS!

The first thing you want to do is make sure you have somewhere to make your video. A good background without clutter is important, so the focus is on you.

You also want to have good lighting. You can use windows to bring in natural light; make sure you are facing the window, and not standing directly in front of it. If the light is behind you, your face will be shadowed. You can also use lamps in front of you to lighten your face and make sure people can see you clearly.

And last but certainly not least, you want to be sure you can be heard! So wherever you decide to record your video, make sure that it's quiet and there is not a lot of background noise which can be distracting and make sure you are close enough to the camera to be heard.



PREPARING FOR YOUR VIDEO

Make a road map!

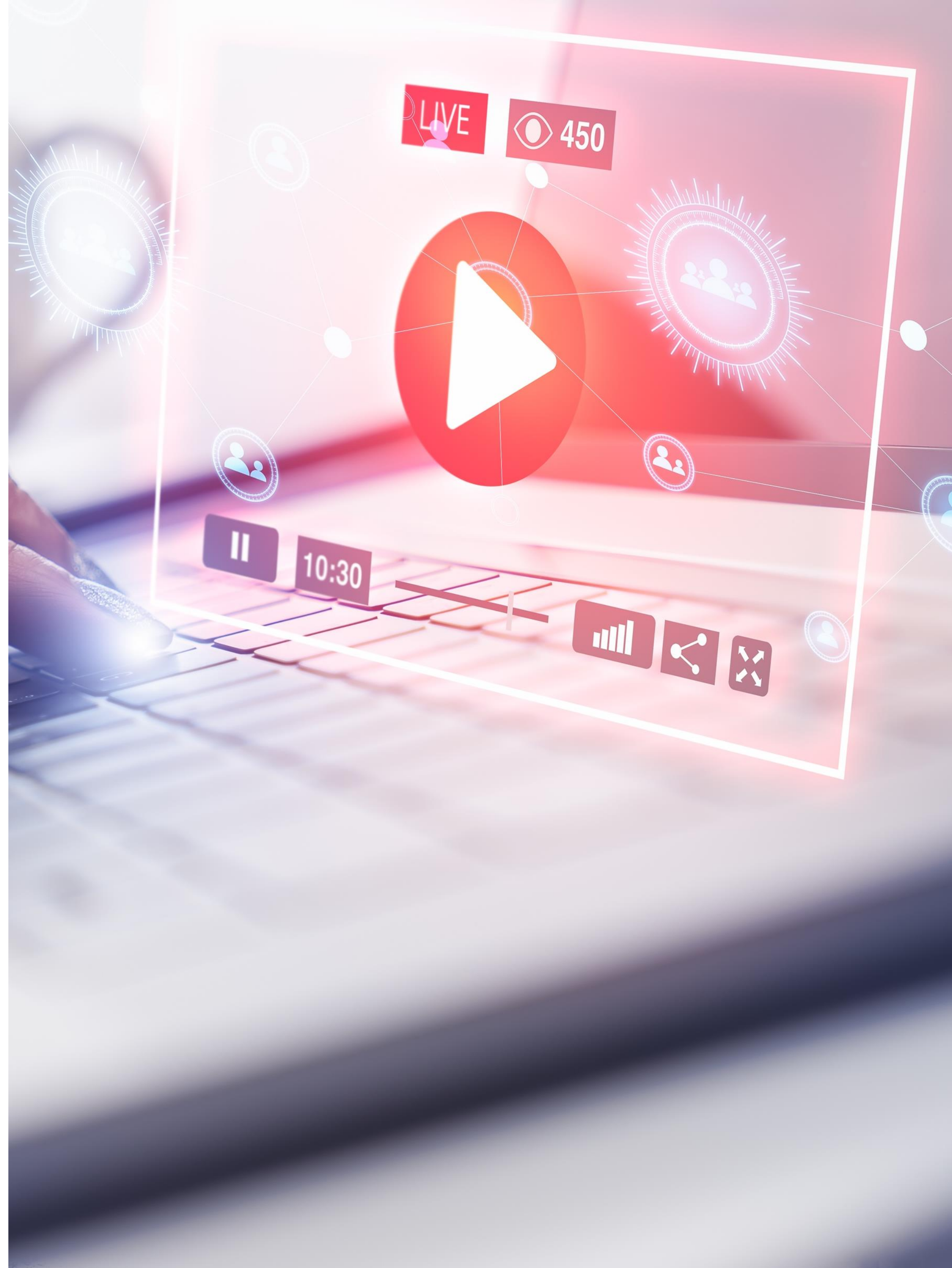
Prepare an outline for what you will be discussing during your video. If you are teaching something, make sure you've researched well and are sharing correct information. Being well prepared will help you sound educated and confident on your subject! Write down the key points you want to hit and keep them close by to help you stay on track and make sure you don't forget anything you wanted to discuss.

CALLS TO ACTION

If you are live you want to ***have a discussion with your audience***. Invite them to say, “Hi” when they join you and ask them questions they can answer during the video. It’s best for these to be easy-to-answer questions that can be responded to with one word.

If you are pre-recording your video, ask viewers to share if they liked the video or to like your page; both things that can get you more viewers and therefore get you in front of more people!

TIP: If you’re going LIVE, introduce yourself and get into your message immediately. Don’t wait for more members to start watching. Many of your viewers will be replay viewers, and if you just sit around waiting for others to show up it won’t keep people interested in your video. Your time, and your viewers’ time, is valuable.



REWARD ENGAGEMENT

When your viewers follow your calls to action, reward them! Give shout-outs to people who share during your LIVE video broadcasts, or do a giveaway that can be entered by liking, sharing, and commenting.

When people see that they can get a shout-out, a free sample, or a discount code they'll get excited and they'll watch your videos more frequently to make sure they don't miss something!

PAY ATTENTION TO YOUR VIEWERS

THESE ARE THE PEOPLE WHO SUPPORT YOU

If you are LIVE, pay attention to who's watching and who watches consistently. If you've posted a recorded video, pay attention to who likes and shares your videos.

These are the people who are finding value in what you are sharing and who support you! They may even become your customers or team members one day, so make sure you let them know they are appreciated and start conversations with them.



You should be using videos 2-3 times per week!
Recorded or LIVE. You want to be consistent!

**WEEKENDS ARE THE THE BEST TIME TO DO LIVES
IF YOU WANT THE MOST LIVE VIEWERS
BUT IF YOU DO GO LIVE OTHER TIMES
YOU WILL STILL GET PLENTY OF REPLAY VIEWERS!**

NEXT STEP

PLAN YOUR 1ST VIDEO!

WATCH “OFFICIAL BUSINESS LAUNCH”

Available in the “Training” section of our website

