

#GoLive Video Checklist

Review this list before and after you create your live stream video.



- How will this video fit into my overall marketing strategy?

- What is the purpose of this specific video?

- Who is the specific audience for this message?

- What is my call to action for this message/video?

- What is the best platform for this live video?

- Should I promote this live video in advance?

- Do I need a script or bullet points for this video?

- Is this video an episode in an ongoing show?

- What's the best tool for this video? Do I need to use my desktop, my smartphone, or a third party app?

- Do I have a strong internet connection?

- If I'm using my phone, is the battery fully charged?

- If my background appropriate for the video?

- Am I happy with the way I look?

- What is the title of this live video episode?

- Do I need a tripod for this video?

- Am I ready to go live?

- Acknowledge your viewers

- Answer questions.

- Ask viewers to subscribe

- Mention your call to action

- Save video when the event is complete

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- Check for comments that did not get answered

 - Where should this video be shared? Page, profile, group, YouTube, blog, twitter, etc.

 - Does the replay video need to be edited?

 - Will this video be used in a blog post or for an article? If so, get the audio transcribed.

 - Can the audio from this video be used for a podcast?

 - Copy and save the embed code for the video to use on a blog post

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