

Worksheet #1

Live Stream Rockstar: Strategy

Where will you go live?

- Business Page
- Private Group
- Facebook Event

Note: Broadcasting from your personal profile is **not recommended** for business videos as it is against Facebook's terms of service to promote paid products from a personal profile.

What's the **primary** purpose of the video you will do as part of this challenge?

- Content marketing (similar to giving value in a blog post)
- Build your mailing list
- Build membership in Facebook group
- Promote a product or service
- Promote a live event

List your top 3 goals for making live videos

1. _____
2. _____
3. _____

Topics:

Brainstorm for 5 minutes and list possible topics for your Facebook Live Stream on the back of this worksheet.

