

December

Here we are, in the last month of 2018. Can you believe it? Give yourself a big pat on the back for taking charge of your groups this year!

You are adding value to the lives of your members and that is something to be proud of.

While it may be easy to focus on the numbers of likes, comments and views, remember every life touched in your group is making a difference.

The impact and reach your group gives you will grow over time as you continue on your journey with it.

We are ready to take that journey with you throughout the remainder of 2018 and straight into next year.

This month we are going to be talking about how you can use video in your groups. We will cover three different areas of video: your welcome video, how to use prerecorded video and Facebook Live videos. We are even going to show you how you can use the Content Creator infographics to set you up for a weekly LIVE show. So, make sure to head over to the member zone and look for the training and action plan along with this month's content.

Don't forget, pop over in the Facebook support group and let us know how you are doing. Hey, maybe even go LIVE!

We want to wish you a healthy and happy holiday season!

Happy posting,

Danny, Liz, Laura and Lindsay



Video

Let's talk about video! We love it!

We love it because when you use it right it will help you create a level of productivity that doesn't require more of your time. You know, the whole working smarter not harder.

There are a couple different types of video that we will be discussing this month in our training, but the hardest one for most is the dreaded FACEBOOK LIVE!

It can be scary, but when you conquer it, it can open new doors for you.

Facebook Live Video is not about being perfect, it's about being yourself. While you should be looking to improve your equipment like lighting and sound, or your background, or even how you present yourself, ultimately you have to be yourself on camera.

People will appreciate the real you!

Some of the best videos are the ones that aren't perfectly set up. There is a balance between preparedness and authenticity.

It takes a level of confidence when you put yourself out there. That confidence will build over time. You just have to take that step. I don't know a person that doesn't look back on their first videos and think "Oh, wow, what was I doing?"

Facebook Live Video is the fastest way to build connection with people online. So, that makes it the most productive too.

Like they say, 'feel the fear and do it anyway!'

VIP Facebook Live Tips

- ◆ If you have “red light syndrome” practice on the privacy setting “only me”
- ◆ Review your lives and pick something you can improve
- ◆ “Be you times two” to project the real you on video
- ◆ Aim for 10 to 15 minutes (5 - 20 is okay, too)
- ◆ Always, always, always have a call to action even if it’s watch me next week
- ◆ Have a closing line to signal the end of the broadcast

Action Plan

Follow this checklist to create videos that will help you increase productivity, usefulness and engagement in your group.

Welcome Video

Create a welcome video to put with your welcome post. Make sure to include these three things:

- ◆ Introduction: who you are and a little bit about you
- ◆ Content: vision for the group, what to expect and what benefits and results the member will get
- ◆ Call to action: what are the next step for the member to take

Prerecorded Videos

- ◆ Add 2 - 3 prerecorded videos to your group that you can use to present for you.
- ◆ Determine which products or product lines are the most popular, your business may be one of these
- ◆ Select or record videos that present or explain the product
- ◆ Download those videos into your group
- ◆ Post those video links into your welcome area (if there is no call to action in the video create one in the copy of the post where you download the video)

FB LIVE Video

Commit to a day and time to do your weekly show. When going LIVE make sure to follow this format:

- ◆ Create a hook: something people will want to tune in for
- ◆ Introduce yourself
- ◆ Content: have prepared content to share (use provided infographics)
- ◆ Engagement: ask for it and address comments as they come in
- ◆ Call to action: what do you want them to do next
- ◆ Closing line: know this in advance and end strong

