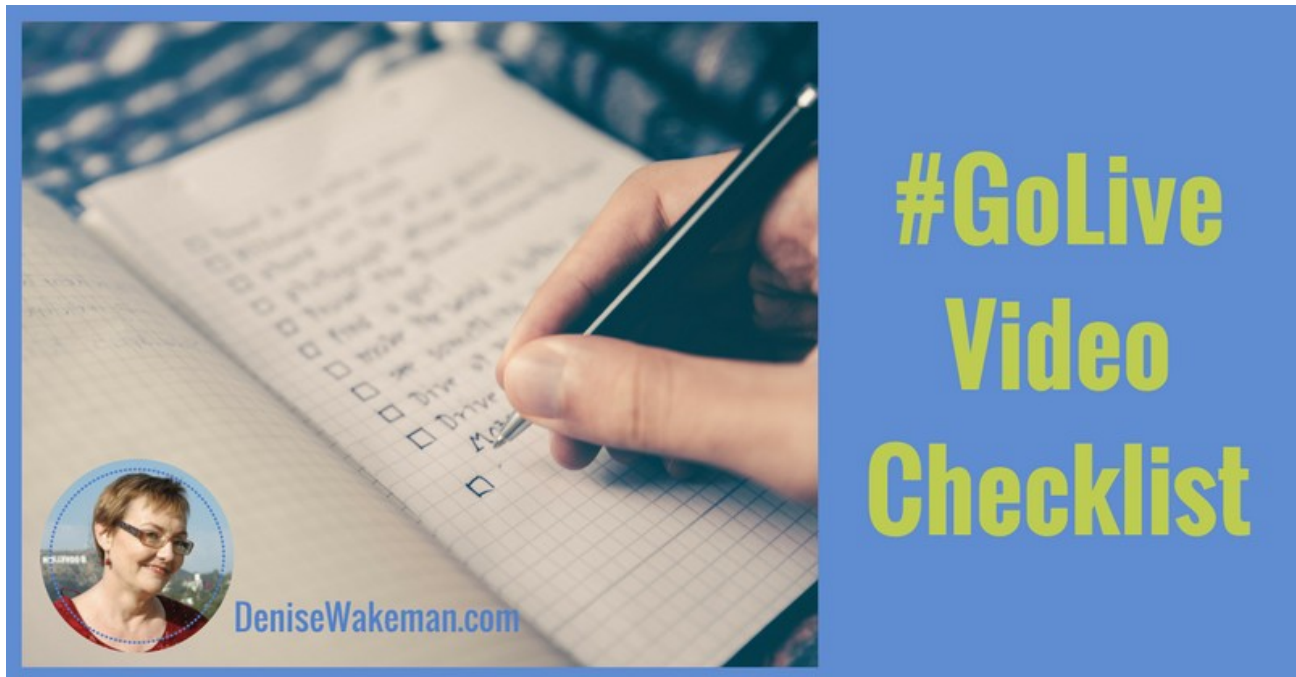


#GoLive Video Checklist

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
- ☐ 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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