

5 SECRETS TO APPEARING CONFIDENT ON FACEBOOK LIVE

Written by Elite+ Mompreneur Member Penny Norkett, Visibility Empowerment Coach

I still remember my very first Facebook Live. I was nervous and excited at the same time. I had a message and I knew if I was going to make it as an entrepreneur in the online space, I would have to get out of my own way, take a deep breath, and just do it. Here are my top five secrets to appearing confident during a Facebook Live:

- 1) **Prepare, prepare, prepare!** Know what message you want to share and the reasoning behind it. Practice in the mirror, do a trial run in video mode on your phone, or even practice on Facebook Live with “only me” as your audience settings.
- 2) **Know your target audience** and think as if you were your ideal client. What would your ideal client need to hear from you today? Provide value, and know your message is important to your ideal client.
- 3) **Speak into the camera as if you were actually in the same room with your ideal client.** Facebook Live is in real time, so you do not have to be perfect. Your audience wants to hear what you have to say. Remember — to a fourth grader, a third grader is king. Also, expect the unexpected and go with the flow. Maintain your composure whenever possible but always be yourself and enjoy the process. It makes you relatable.
- 4) **Acknowledge your views.** Show your audience that you value them and the time they are taking out of their busy day to listen to you. The more natural and conversational you are with your viewers, the more confident you will appear.
- 5) **Someone needs to hear your message – today — from you.** We need to hear a message repeatedly sometimes until it sinks in. You may be the one who is planting the seed, you may be the one who waters the seed, or you may be the one who sees the flower bloom. Accept the fact that we are all here to help each other in this game called life. Knowing your message matters helps to ease the fear that someone else has already shared the same message. Only *you* can deliver it in the exact way that you do.

Remembering back to my first Facebook Live, I used the trick of pretending I was my future self and that in six months time I would love doing Facebook Live broadcasts. This has now become my reality.

The next time you step out of your comfort zone, take a deep breath; hold a superhero pose for one minute and press, “Go Live!”

*Penny Norkett is an Elite+ Mompreneur member based out of Breslau, Ontario. As a **Visibility Empowerment Coach** and Success Strategist, Penny assists aspiring coaches, entrepreneurs and business women to overcome their fears and blocks to gain confidence to become visible doing Facebook Live videos so they can share their message, attract their ideal client and grow their business while making a positive impact in their lives and for those they serve.*