

How to Use Facebook Live to Grow Your Business

MOMPREENEURS MASTERY MODULE — V1.1 — WORKSHEET

About Module V1.1: In Mompreneurs Mastery Module V1.1, tech expert Amber MacArthur highlights why using Facebook Live is a compelling way to reach out to new audiences, in order to build *your* business audience. Amber highlights important statistics on Facebook Live, goals you should set for doing your own live broadcasts, content strategies that work, tech and gear options for going live, and 5 important ‘hacks’ that will save you time, money, and stress.

How to Use This Worksheet:

- you can [print a copy of this worksheet out](#) and write your notes as you follow along with Amber’s tips throughout her module video

STATS ON FACEBOOK LIVE

What percentage of videos are now being live broadcast on FB?

Why is this important?

Why are more brands choosing to do live broadcasts on FB?

What’s the difference between a live video being watched and a pre-recorded video?

Why are live videos more engaging?

What is the average amount of time someone would watch a live video (vs. pre-recorded)?

How much more engagement is there on live videos when it comes to viewers leaving comments/questions?

SETTING GOALS FOR YOUR LIVE BROADCASTS

What should be your **3 Main Goals** for broadcasting LIVE on Facebook?

1.

2.

3.

How can you take your content to the next level in order to generate leads?

How does/can FB Live help to showcase your talents as an expert?

GEAR & TECH REQUIREMENTS / OPTIONS

— WITH YOUR SMARTPHONE —

How do you broadcast Live on Facebook from your phone?

What are the **4 Recommendations** that Amber highlights when broadcasting from your phone?

1.

2.

3.

4.

— GOING PRO —

What are the 2 Software options that Amber discusses?

1.

2.

WHAT NOT TO DO ON FB LIVE

What are some of the things you should avoid doing when broadcasting Live on Facebook?

GIVEAWAYS ON FB LIVE

How does offering giveaways help with your broadcast?

What are the 3 Rules for Giveaways on FB Live that Amber outlines?

1.

2.

3.

How long does it take to get people to jump on a live broadcast?

What are 2 tips Amber shares when it comes to 'informing' your audience?

AMBER'S 5 HACKS FOR FB LIVE

1.

2.

3.

4.

5.