



Papa Rock Stars Podcast

Training and Resources by Awnya B.
Paparazzi Accessories Consultant #17961
awnya@paparockstars.com
<http://www.PapaRockStars.com>

[Episode 055] Facebook Live Training Video

Live videos are all the rage right now. Facebook is showing live videos first in the newsfeed and friends are enjoying interacting and seeing your face.

But does the thought of going live make you break into cold sweats? Let's talk about some things you can do to prepare, research and plan out your live videos for maximum success.

Listen Now:

<https://PapaRockStars.com/facebook-live>

Training:

First – why are you going live? Make sure that you have a purpose in mind for why you are going live. Are you doing a facebook sale? Sharing about your latest vacation? Talking about a huge achievement your team just reached? Make sure that you know what you want to share so your video stays on track and meaningful.

Second – be yourself. Let your personality show through. Be professional but not TOO professional. When you let your personality show through, your friends, family and anyone who might be watching you will get more of a feel for WHO you are. They do business with people they know, like and trust. By letting your true you shine, you are more relatable. It makes more of a personal connection and that makes it more likely that they will make a purchase or join your team!

Third – do your homework. This is going to be the MAIN part of the show today because this is how I have become more comfortable with Live videos and how I continue to find new ideas to use in my videos.

Watch the leaders – live videos are taking Facebook, Instagram and Periscope by storm!! There are definite leaders that are killing it on Live videos. Take some time and watch the videos they are doing. Take notes on the things you do like and the things that you don't like as much. These are working examples of what to do and do well.

Food Network Star – This might sound like a crazy tip, but I'm only getting started! I stumbled across the show, Food Network Star. On this show, contestants compete for the final spot by cooking, doing videos, live videos, using social media and learning out to

present themselves on camera. The point is to find the person who will get their own show on Food network.

As you watch the episodes, you can see the contestants do videos, hear immediate feedback from the judges and learn what will capture and keep the attention of your audience. Now, there is some drama because it is “reality TV” but the feedback from those judges and learning what makes a likable, relatable TV star is priceless information.

Watch a few episodes, take notes and implement those tips into your live videos.

QVC – Another place you can do some AMAZING research is on QVC or any of the other home shopping networks. There is a reason why these channels are making money. Why brands who get featured on these networks see amazing EXPLOSIVE growth. They have been practicing and honing their selling skills for YEARS. They know how to get you to spend \$375 on a toaster that will also make you orange juice and iron your shirts. The truth is, it works!

Watch some QVC while you are doing some laundry or bagging orders. Again, take notes on what works.

One night, while I was doing some laundry, I took my own advice and turned on the home shopping network. I was interesting to listen to the descriptions and maybe pick up a few tips. It was pretty interesting but one item in particular grabbed my attention. It was an ugly, itchy looking horse hair poncho. It was something I immediately disliked and couldn’t believe that people were paying \$350 for it!

I listened to the lady tell about the thread count and they colors available and then the camera switched to a model actually wearing the poncho. And then the magic happened. The hostess said, “Tina, didn’t you just have a baby 4 weeks ago?” and the model nodded. “Can you believe how amazing she looks in this poncho?!” the hostess continued. “It hides all that post-mommy belly and she looks stylish and trendy! “

All of a sudden, in my mind, I said, “I’ve had 7 babies! I need that in my life!” And this is when the alarm bells started going off. Only seconds before, I was dead set against this poncho and then I was ready to pull out my credit card and get me an itchy, scratchy, ugly, overpriced poncho.

This instant shift in my mind made me take a step back and evaluate what had just happened. The hostess had created a NEED in my mind. She had stopped talking about the thread counts or possible colors – she had enticed me with covering the less than flattering parts of my body. By pulling in those personal details of her model, my mind made a shift too. It made a connection.

Doing this in your live videos will make a HUGE difference too! Stop talking about the fact that everything is only \$5. That it is nickel and lead free. Instead, mention that in passing and then focus on WHY they NEED the item you are showing! Is it the perfect way to complete an outfit? Maybe it is a Go-To accessory that looks great with any outfit. Maybe it's a pair of earrings that works well with a pair of jeans or a little black dress!

Highlight WHY they need what you are offering. Make that personal connection and you will make more sales.

This is just ONE of the things I learned watching a few minutes of the Home shopping network.

Can you see how doing a few minutes of research can be super valuable to you in your live videos?

Now I'm not saying that you should become a Paparazzi infomercial, but you SHOULD learn how you can make your videos stand out from the other consultants who are doing live videos. Set yourself apart from the crowd.

Fourth – Timing. When you are doing your live videos, don't forget that we offer a whole lot more than \$5 Jewelry. During your live videos is a great time to sprinkle in information about hosting a party or joining your team. Now notice, I said SPRINKLE. That means just a little bit of those things, not a lot! It also doesn't have to be anything super elaborate. Just a quick mention so that it is something that they are thinking about or so if it has been something they are thinking about, your quick mention might prompt them to take action!

Fifth – Look professional – This is something that has been covered in several Paparazzi trainings, but it is worth talking about again. These videos represent you and your Paparazzi business. This is not the time to be sporting no bra, your pjs or your messy hair. Be sure to look nice. Put on some make up and be extra sure that you are wearing your Paparazzi jewelry! This is your business and you need to represent it as such.

By looking professional, you are telling others that you are serious about your business. That you care enough about what you do to dress up and show up. This goes a lot ways with your customers.

Nearly 85% of all communication is non-verbal and you don't want to be judged before you even have a chance to talk about the jewelry or show your customers any of the amazing pieces you have available. So be sure to let your friends, family and customers know that you are serious about what you do by the way you are dressed.

With just a little research and a little trial and error, you will be a pro-live-video-er in no time flat! Give it a shot.

Show Challenge:

Go live at least 1 time in the next week! Whether it is your first LIVE video or your 100th, go live and implement 1 of the tips you learned today! For a bonus step, tag @PapaRockStarsPodcast in the comments of your video.