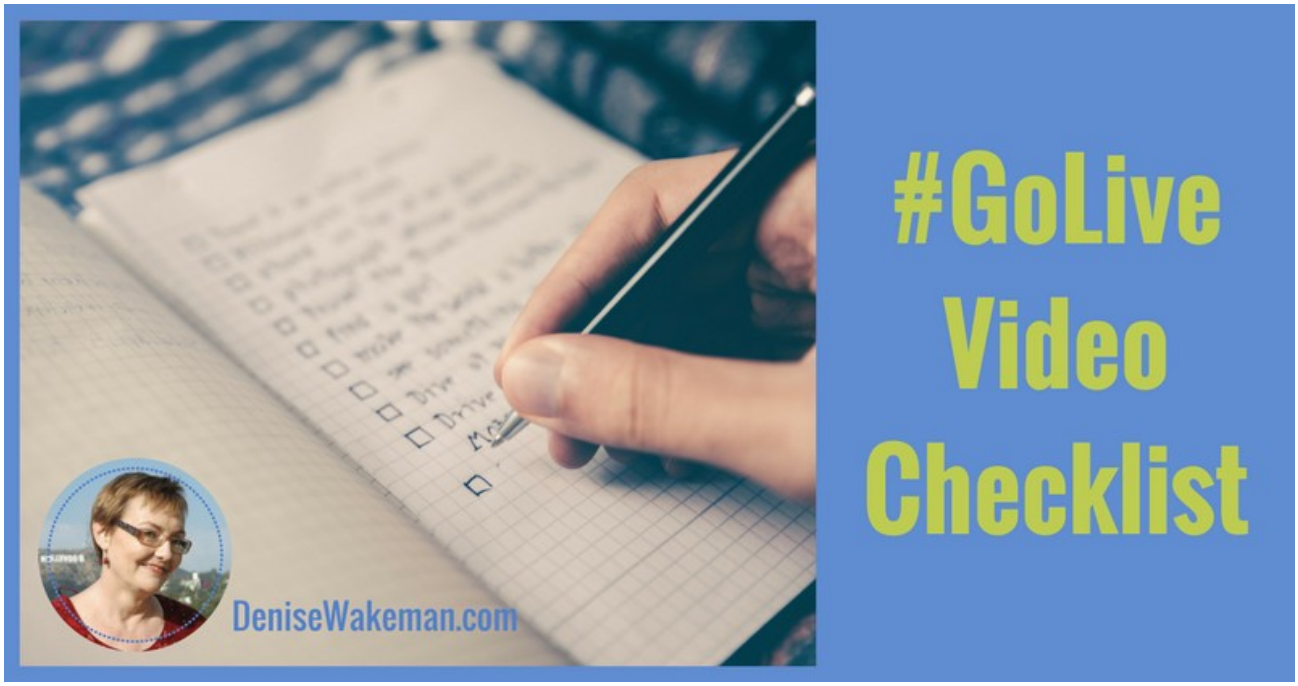
#GoLive Video Checklist

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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