



# 10 Ways to Rock Your Next IG Live

## 1) Decide your WHY

So why are you hosting an Instagram Live? Is this a behind the scenes look at a kitchen remodel? Are you cooking a new recipe? Giving an inspirational talk on a Monday? Whatever the reason is, make sure that you know your why before you get started so that you can plan out your session and so your audience knows what to expect.

## 2. Make Notes

To avoid brain freeze or forgetting every single thought in your head ( because you can't start over friends, it's LIVE!) have notes. But keep them light and basically an outline. You don't want it to look like you are just reading from a screen!

## 3 Schedule it.

Even though Instagram allows for 24 hour replay for your LIVE videos, you still want as many people as possible joining in Live! So, just like you consider when to post your content, consider when to go live too. If you are still not sure, ask your audience. Make a poll on Instagram stories asking them when they want it.

## 4. Ask for questions in advance.

If you know the topic you are going to discuss and you want a way to get your audience genuinely engaged with your live, encourage them to send you questions in advance.

### **5. Promote your IG Live before hand**

Another way to make sure you get people to show up, is to promote your Live a few days before you do one. You can do this via your stories, in your feed, an announcement in your BIO, on Twitter, FB, in your newsletter. AND promote it again the morning of your Live in your Instagram stories reminding people that it's coming! You want to get them excited about it and want to tune in!

### **6 Decide If you are going to do it alone or have a guest**

A benefit of having a guest is not only to add expertise, but to introduce yourself to a whole new audience. Your guest will most likely share it with their own audiences as well.

### **7 Get to the point in the first 15 seconds.**

A lot of people ( myself included) start a Live on instagram and spend the first few minutes waiting for people to arrive and speaking to people who are joining.

NO. LOL

One of the keys to live events is getting people engaged in the first 15 seconds of going live. Otherwise they will walk away. Use those 15 minutes to introduce them to your topic/guests or what they are going to get from your live. This is also good for replay viewers

### **8 Get Your Audience involved.**

One of the best things about and IG live is that you get to interact with your community in real time. Ask your audience questions throughout the session and make it live a two way conversation. Especially since people can ask questions with the questions tool.

### **9 Always give your viewers a Call To Action.**

When you are closing up your IG Live, make sure you add a call to action! Encourage them to share it with their followers, share a blog post, share a discount code or an affiliate link.

## **10 SAVE + PROMOTE THE REPLAY**

Once your IG Live is done, SAVE IT!!! The app will only allow it to replay for 24 hours but during that time you can promote it again to your IG stories or your feed. And after 24 hours, you can post that saved video on your IGTV or use clips in future posts!