

Before you go LIVE.

OUTLINE

- **Introduction** (Name, Store Name, Location)
- **Show Features**
 1. Are you offering a giveaway?
 2. Are you offering a bundle?
 3. Are you providing a promo code?
 4. Do you have a special guest?
 - Do you have Zoom Pro, so your guest can join your LIVE, and did you send them the link?
 - Practice run with them BEFORE the live (Confirm you can have them join in easily)
 - Send your guest the outline
 - Do you have COMMENT SOLD? (Is it connected to your social media & LIVE?)

PRODUCT SELECTION SHEET

- **All physical pieces to be features are present and in order**

PRODUCT NUMBER SHEET

PRODUCT NUMBER CARDS

CONTACT INFORMATION CARD

STORE/ ORDERING HOURS CARD

CHECK YOUR TECHNOLOGY

- Lighting
- Audio
- Internet Connection (upload - 15 Mbps)

BE HUMAN, BE YOU, AND **HAVE FUN!!!**

During your LIVE

- START** your live as soon as you go live. **DO NOT WAIT** for people to join.
- REITERATE** your “headline” and any **FEATURES OF THE SHOW**. (Every 3 min.)
- At the **END** of your live do your **WRAP UP** Tell your audience...

- **When is your next live?**
- **How to complete your order:** shop, purchase, and shipping details
- **State your contact information & selling hours** (hold up sign you created)

After your LIVE

- Did you **POST** your live **VIDEO** on your business page, story, all social media platforms?

- **Post** about your new live and provide a good overview of how to order.

SHARE on your **YOUTUBE CHANNEL**

- FOLLOW-UP** your customers who ordered or commented they wanted an item

- **REMIND** your customers to complete their purchase if they haven't already.