



# Ready For Your Debut?

## Equipment Checklist

**1. Video Recorder/Camera** – Laptop/iPhone/iPad (iphone/ipad stand or tripod)

**IMPORTANT NOTES:** If you're using camera on iPhone/iPad please use the landscape view instead of the portrait so sides are not chopped off. Also, have a stable placement.

\*\*Make sure all equipment is fully charged or connected to a charger

**2. Audio Matters** – You want clean audio. Test and sound check sample audio before you start recording so you don't record without sound and have to re-record (been there, done that, not fun!) **Mic** – Blue Yeti, Rode (buy extender)

**3. Lighting** – Whatever gives you the best lighting (LuMee, Diva Ring Light)

**4. Clean Background** – Your background should represent your brand, personality, and style. Less is more. **Keep. It. Simple.**

**5. Camera Angle** – Look directly in front of camera and captures your full range of motion. If you're using any prop/visual, leave enough room between you and the camera so that your visual doesn't get cut off or looks squashed on video.

## Video Checklist

**1. High Energy Intro** – You have the first 15-30 seconds to grab your audiences' attention, ask a Power Question, intro with related credibility

**2. ONE Topic Per Video** – Tell them what they will learn

**3. Know Your Outcome** – #1 take away for your audience, why it's important

**4. Share 1 story** – That relates to topic and #1 outcome

**5. ONE Tip/Lesson/Steps** – Your audience can take or implement immediately

**6. Recap** – Review what you just taught them

**7. ONE Call To Action (CTA)** – Tell them what to do next, create urgency, ask for interaction with you, or create anticipation

**8. High Energy Close** – Leave them something to remember you by

## Live Stream Checklist

- 1. Create Catchy Title** – Grab their attention!
- 2. Thank You** – Thank your audience for joining you
- 3. High Energy Intro** – You have the first 15-30 seconds to grab your audiences' attention, ask a Power Question, intro with related credibility
- 4. ONE Topic Per Live Stream** – Tell them what they will learn
- 5. Related Story (the challenge)** – Tell story that relates to your topic
- 6. Why You Created This** –
- 7. What they can expect** – Talk about the transformation
- 8. ONE Tip/Lesson/Steps** – Your audience can take or implement immediately
- 9. Proof** – Provide examples, case studies, client results, testimonials
- 10. Power of the Bounce** – Ask for interaction and engagement, ask questions in the middle of sharing a story that makes it relatable to your audience
- 11. Recap** – Review what you just taught them
- 12. Q&A/Open Coaching Session** – Let them know you will be answering questions at the very end. Provide mini open coaching sessions.
- 13. ONE Call To Action (CTA)** – Tell them what to do next, create urgency, ask for interaction with you, or create anticipation
- 14. High Energy Close** – Leave them something to remember you by

### POWER TIP ON LIVE STREAM

\*\*Double up on live stream and record Periscope and Facebook live stream at the same time

\*\*Content & Consistency

### CREATE A CHALLENGE

1. 5-10 Day Challenge
2. ONE Brief Topic
3. 5-10 Tips
4. Each Tip Is A 5 Min Video or 10-15 min Live Stream with Q&A