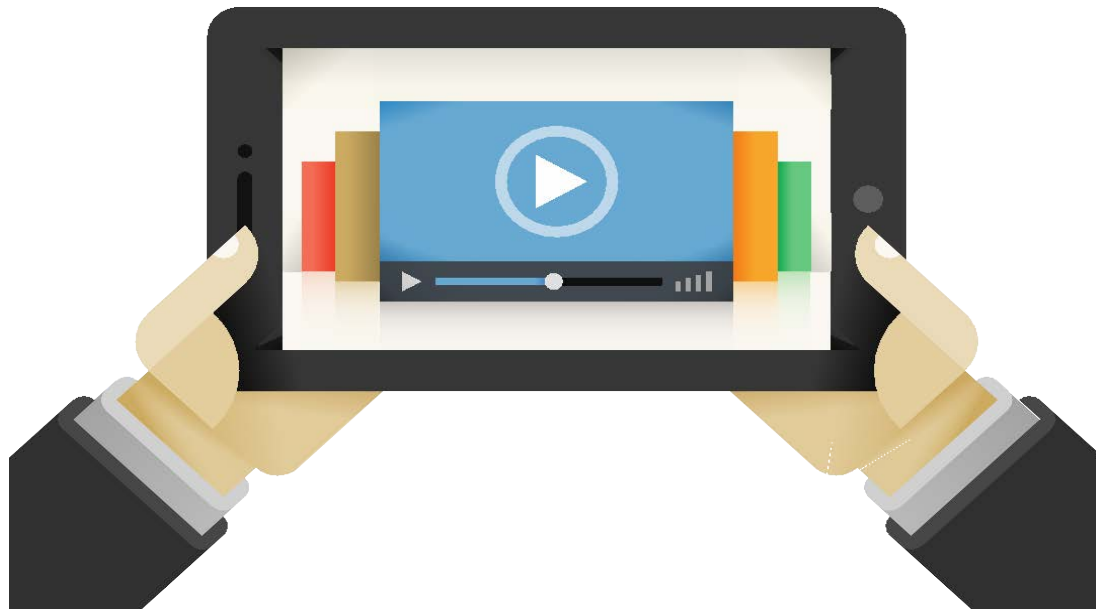




# Build A Massive Following and Promote Your Offers For Free

Discover the ins-and-outs of using  
Facebook  
Live to Connect, Enhance and Grow



# Here's What We'll Cover Tonight

- How to make money with Facebook Live: Discover the exact formula to promote your products and services without any hard pressure sales or hype.
- How to 20x your organic reach and create virally engaging “on the fly” Facebook Lives that your fans will love and share.
- Why you \*don't\* need a huge list or social media following yet to take advantage of this platform.
- Uncover my 3-step approach to dominate any contest that comes your way.

# Who's Kate?



- ☐ Known as the expert and authority on creating videos and doing it in a very simple and effective way that gets leads and sales into your business quickly.
- ☐ For the past 2 and a half years, I've collectively generated over 75,000 leads and done \$850,000+ online as an affiliate and informational marketer using video
- ☐ Speaker/Trainer/Coach
- ☐ Top Affiliate Inside of Elite Marketing Pro

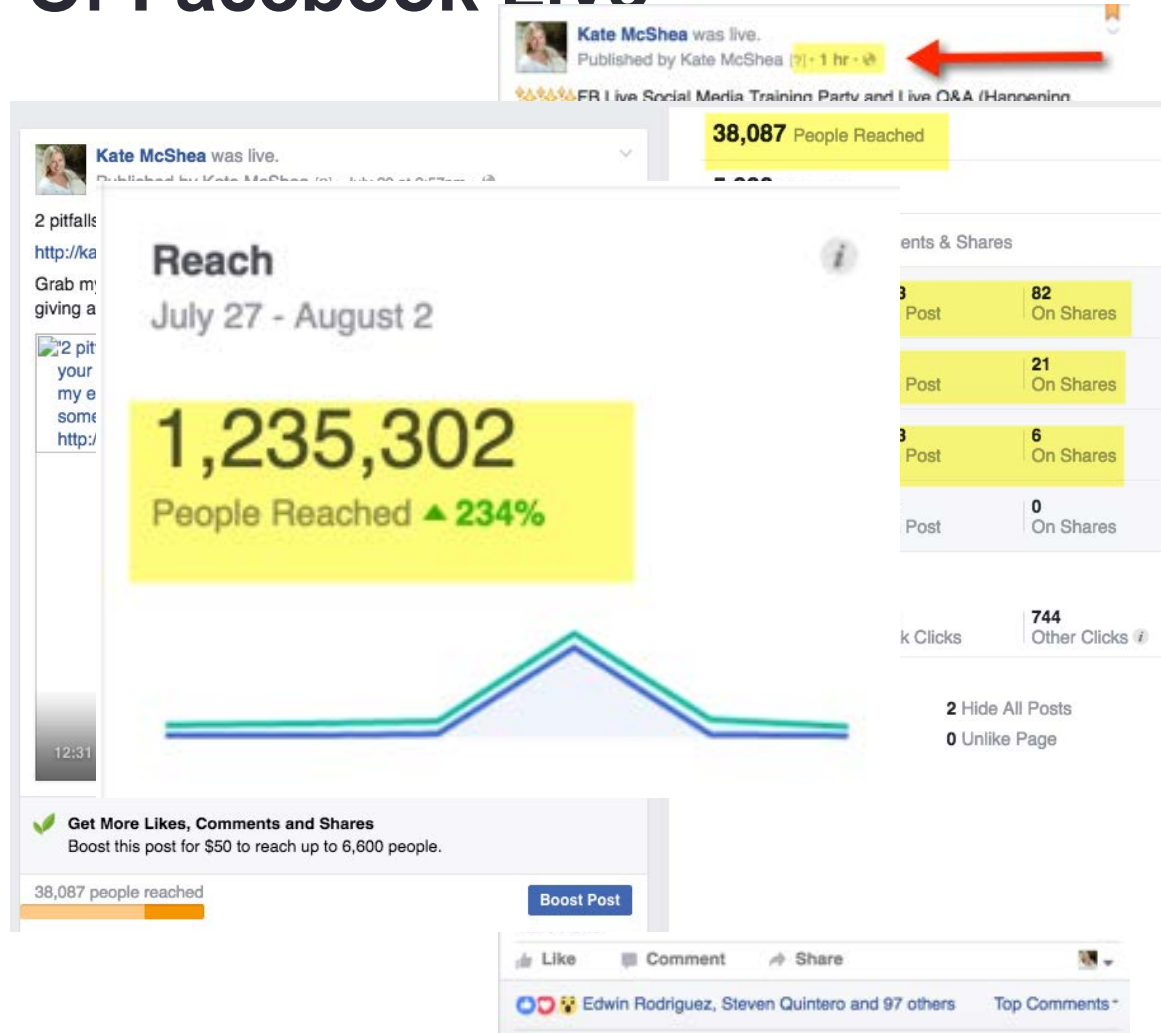
# Power Of Facebook Live

Facebook CEO [Mark Zuckerberg](#):

*The big decision we made was to shift a lot of our video efforts to focus on Live, because it is this emerging new format; not the kind of videos that have been online for the past five or ten years...We're entering this new golden age of video. I wouldn't be surprised if you fast-forward five years and most of the content that people see on Facebook and are sharing on a day-to-day basis is video.*

# Power Of Facebook Live

- 3x longer viewing time
- News Feed bump
- Engagement
- Organic Reach
- Brand Awareness
- Monetize



# Style of Facebook Lives



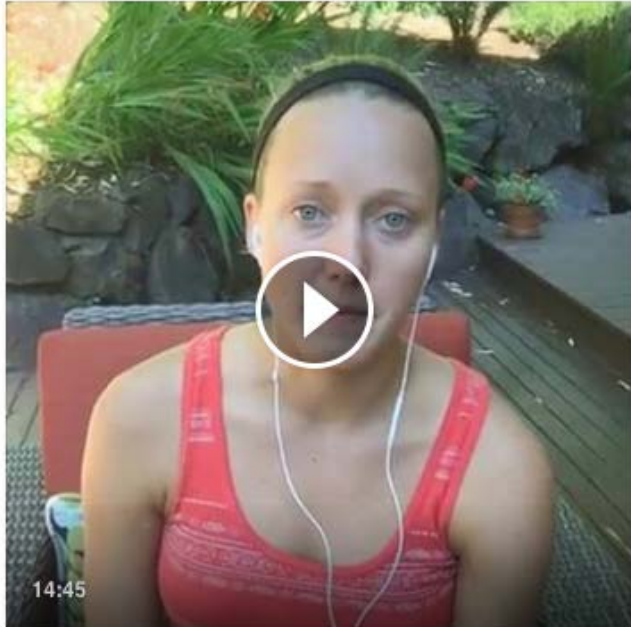
**Kate McShea** was live.

Published by Kate McShea [?] · July 21 at 10:09am · 🌐

Your recruiting success relies on this...

<http://katemcshea.com/10k>

TODAY ONLY: SURPRISE Bonus training you get access to for free when getting the free 4 part video series from the link above (only applies for today so go hop in now) 😊... [See More](#)



- Training
- Lifestyle (Behind the Scenes)
- Live Q&A
- Promotional



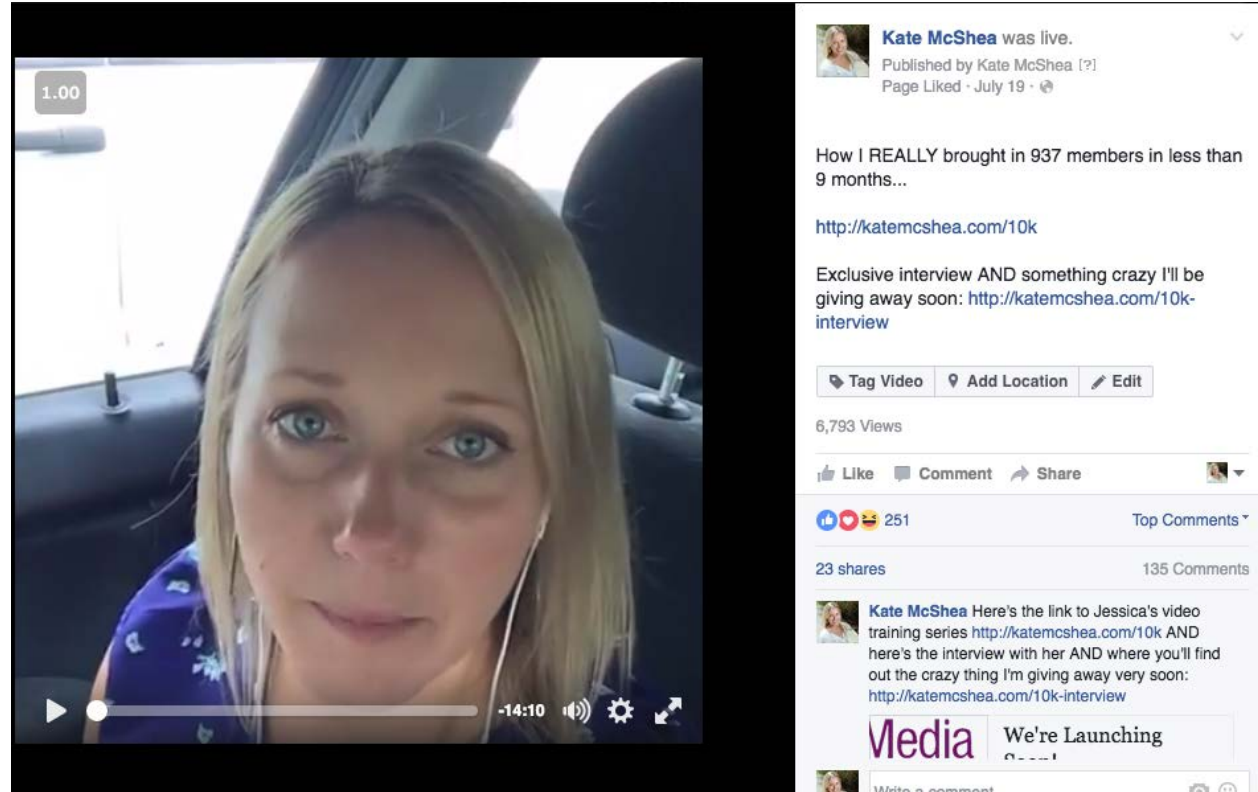
# What You'll Need

1. Facebook Account/Fan Page
2. Phone
3. Selfie Stick or Tripod (Optional)
4. Mic, Headset (Optional)



# Facebook Live Video Formula

- Catchy Copy
- VALUE based
- Intro
- Engage
- Train
- Engage
- Call To Action (soft)
- Engage







# KATE MCSHEA .COM



Kate McShea

@KateMcShea.OnlineLeadershipPro

Home

About

Photos

Videos

5K In 30 Days!

Fac

200

Sp

Lea

Mas

Test

Recruit Leaders!

Like

Message

More

Watch Video

Unlike this Page

IN YOUR NEWS FEED

✓ See First

Default

NOTIFICATIONS

✓ All On (All Posts, Events)

All Off

Photo / Video

Public Figure

Search for posts on this Page



115,178 people like this

Andrew McShea and 678 other friends




Invite friends to like this Page

Chat (Off)

👑👑👑 BIG NEWS!!! Facebook Live Social Media Training Party and Live

# Best Practice Tips

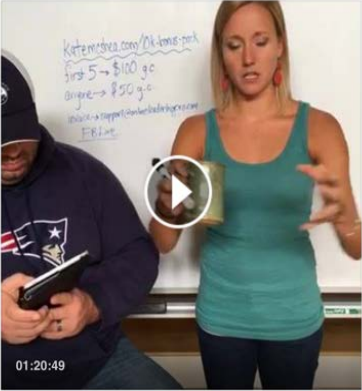
- Tell people ahead of time
- Have a strong connection (Wifi or 4G)
- Get fans to get notified
- Engage and respond
- The longer the better 😊
- Get consistent
- Make it fun!

 **Kate McShea** was live.  
Published by Kate McShea [?] · July 31 at 10:03am · 🌐

🎉🎉🎉 FB Live Social Media Training Party and Live Q&A (Happening NOW) 🎉🎉🎉

Prizes for you, free training and well stick with me and stay on so you get the full details.

Special FB Live Fast Mover Bonuses (CLOSES at 7pm EST):... [See More](#)



01:20:49

623,522 people reached

[View Results](#)

👍❤️🔥 221      236 Comments 24 Shares

**623,522** People Reached

**4,329** Video Views

**714** Reactions, Comments & Shares

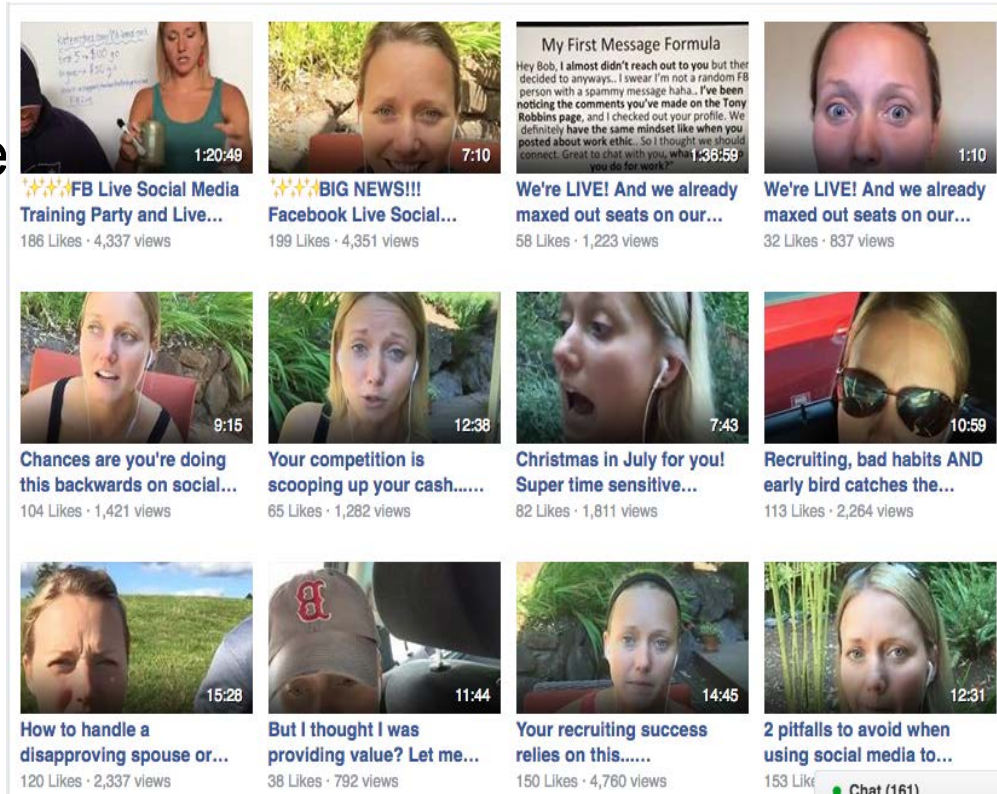
<b>339</b> 👍 Like	<b>186</b> On Post	<b>153</b> On Shares
<b>127</b> ❤️ Love	<b>31</b> On Post	<b>96</b> On Shares
<b>9</b> 😂 Haha	<b>2</b> On Post	<b>7</b> On Shares
<b>4</b> 😮 Wow	<b>1</b> On Post	<b>3</b> On Shares
<b>4</b> 😞 Sad	<b>0</b> On Post	<b>4</b> On Shares
<b>6</b> 😡 Angry	<b>1</b> On Post	<b>5</b> On Shares
<b>245</b> Comments	<b>236</b> On Post	<b>9</b> On Shares
<b>24</b> Shares	<b>24</b> On Post	<b>0</b> On Shares

**1,098** Post Clicks

<b>682</b> Clicks to Play	<b>9</b> Clicks to Play	<b>407</b> Clicks to Play
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# 3 Steps To Dominate Competition?

- Capitalize on what's HOT
- #1 – Record Facebook Live & Promote your Offer
- #2 – Share & Boost Your Live
- #3 – Do a longer training with a Facebook Live only Special



# Your Action Steps

1. Do your first Facebook Live  
(\*Don't PROMOTE\*)
2. Get consistent
3. Learn what your audience wants  
as you go
4. Want a Live Demo?
5. Want a Deeper Training on how  
to further monetize your  
Facebook Lives?

