

Audacious Faith **ABUNDANT BUSINESS**

A 24-Hour Live Stream Revival for Women of Faith In Business

Periscope Checklist

Periscope has proven to be a powerful social media platform and it provides an excellent opportunity to build exposure for your brand. Are you ready to jump in and start 'Scoping? Follow this checklist to get all the pieces in place before you begin.

#1 I've created my Periscope profile and it includes a bit about me and what my broadcasts are about, my name, and my website URL.

#2 I create sexy titles for my broadcasts that:

- Clearly state what they are about
- Compel my followers to join in

#3 I set up my broadcasts to be public and discoverable.

#4 I've set up a great thumbnail image that:

- Is clear
- Is brand appropriate
- Is eye-catching

#5 I allow Twitter to announce when I begin a new broadcast.

#6 I allow the public to chat on my broadcasts (not just those I follow).

#7 I find and follow relevant people in my niche and I:

- Join and participate in their events
- Comment on their Scopes

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Share relevant events with my audience

#8 I create a loose script before beginning a broadcast so that I cover all the important points and don't wander off track.

#9 I've created a consistent broadcast schedule so my followers know when to expect me.

#10 I share my Scopes on other social platforms.

#11 I've set my Periscope account to save my Scopes by default so I can:

Upload them to Facebook

Upload to YouTube

Repurpose to my blog or other channels