



# Periscope for Entrepreneurs

## Introduction-What Is Periscope

- Periscope is the live streaming app that was purchased and developed by Twitter in early 2015.
- It's a unique platform that allows users to share their lives in real time, wherever they are, with anyone who wants to watch.
- Periscope is simple to use and completely free.
- Users simply download the Periscope app from the Appstore of their choice, iTunes or Android, then sign up and sign in.
- You simply turn on the camera when you want to broadcast your activities, then turn it off when you're done, and you have the ability to reach your followers,
- You can also reach users who stumble upon your broadcasts, too, since anyone can watch any public broadcast that is aired.
- Periscope is interactive video, in real time which gives marketers the opportunity to connect with buyers.

## Lesson 1: Why Should You Care About Periscope 1

- The App is free and uses the contacts you already have to help you get a foothold in video social media as there is seamless integration with Twitter.
- Every Twitter user is a potential Periscope user, even though it's possible for a user to join with just a mobile phone number.
- Your contacts are seeing the world through your eyes, as you are experiencing it.
- It allows you to do what marketer Russell Brunson calls building an attractive character, in real time.
- You're building a personal relationship with others without expensive branding costs.
- Brands are already discovering this by creating the role of broadcaster with popular icons in society.

## Lesson 1: Why Should You Care About Periscope 2

- Big Brands are already discovering this by creating the role of broadcaster with popular icons in society.
  - Automaker Nissan livestreamed the revealing of a new model of it's Maxima
  - Fast Food Restaurant Taco Bell Livestreamed it's celebration of Cinco De Mayo, by revealing a new product
  - Retailers, had a famous actress (Eva Longoria) into introduce followers to a new brand of bedding.
  - A Cosmetic Retailer hosted a Live Q and A about a new line
  - Conference Attendees are giving behind the scenes looks from their perspective.
- By relying solely on social media, you're giving way to those willing to be more present and transparent with yours/their target market.
- To build a relationship where you are known liked and trusted, buyers will become more dependent on live streaming technologies.



## Lesson 2: Getting Started

- Download the app from the iTunes store or the Google Playstore.
- Log in, search for the app and download it. You need to have 4.4 and above
- Click the green button to install
- Once it is installed, click to open it.
- Connect it to your Twitter account if you have one.
- You can start following people who are part of your network
- You can connect with new people in your niche
- Click on Global List to see the streams you can join.

## Lesson 3: Going Deeper

- Going through the tabs, you can see who you are connected to.
- Next, you can see your streams.
- You can join streams.
- You can see streams going on live and scroll down to see more and join
- Look for the broadcast tab. That's where you will be able to start streaming once you are ready.
- On the last tab, you can look up people to follow
- Be sure to click the profile tab to create a great profile for your account.
- If people like you, they can heart you.
- Click to save your streams if you wish
- Decide if you want your location to show

## Lesson 4: Tips for Your Actual Broadcast 1

- Activating Your Periscope Broadcast is easy; you'll enable your camera and you'll be instantly broadcasting live.
- However, there are some tips you'll want to follow so that your live stream will have the maximum benefit for your business.
- Make sure your profile is memorable and personally branded since the link in it won't be clickable.
- Have your call to action ready ahead of time and make sure the link you use is short and easy to follow or memorize.
- Make sure your settings are enabled to store the video after it is completed.

## Lesson 4: Tips for Before Your Actual Broadcast 2

- Internet marketer, Barbara Ling suggests setting up your account for automatic Storage of your Broadcast at [katch.com](http://katch.com).
- She also suggests setting up notifications to auto-post to other social media such as Zapier and IFTTT, prior and or during the event.
  - Facebook
  - LinkedIn
  - Tumblr
  - Reddit
  - Twitter
- Also consider auto posting to other social networks you are a part of.
- Make sure your call to action page (sales, opt-in, giveaway) is working properly.





## Lesson 4: Tips for Before Your Actual Broadcast 3

- Check your background, is it messy?
- Check your lighting, is it adequate...if necessary, do a test stream.
- Do NOT write a script, but use an outline; the point is to connect and share your expertise.

## Lesson 5: Tips for the Actual Broadcast 1

- Periscope is an ENGAGEMENT application, so when people come to your broadcast, take time to acknowledge them by name.
- Don't be too busy with your content to answer an important question as this shows your expertise.
- There is a phrase that some speakers use called "visiting" which means that you're making small talk and getting to know your guests; come on your cast EARLY to do this...don't use your broadcast to do so.
- There are some who say that it's in bad taste to ask for hearts (which are like Facebook Likes) and shares, but this is a judgement call based on your audience.

## Lesson 5: Tips for the Actual Broadcast 2

- If possible, try not to use notes.
- Shanda Trofe suggests that you re-introduce yourself throughout your broadcast.
- She also suggests that you avoid long periods of “dead air”; better to have a short broadcast than to stretch it out.
- Ask for feedback from the audience.
- If you really want engagement, don’t be afraid to ask specific questions of individuals if you know them well.
- Treat your broadcast as if it’s something that viewers will need to back to.
- Decide on whether you want someone to know your location and make sure you only enable it, if it benefits your business.

## Lesson 6: Tips for After the Actual Broadcast 1

- When you end your broadcast on Periscope, you will be presented with your Statistics, take a screenshot and store it with your videos.
- Upload your video to cloud storage such as Google Photos, Microsoft One Drive, Dropbox, iCloud or Copy.com, etc.
- Download the video from your phone to your PC and then upload to YouTube; then share your videos on Social Media, just as you shared the invitation.
- Add clickable links from your YouTube videos leading either to your call to action or to a page where they can get future broadcasts.
- Connect with influential people in your niche on Twitter.
- Connect with potential buyers in your niche on Twitter.

## Lesson 6: Tips for After the Actual Broadcast 2

- Take a few minutes to find out who your commenters were and if possible follow up with them; remember the key is engagement, If you have your broadcast saved on katch, you can see them.
- Social media experts recommend that you re-share out your expiring broadcast replay, via the Buffer application.
- When you re-share, make sure to take advantage of the built in scarcity.
- Wrap up and send out the YouTube Video to your entire community with a reminder of when your next broadcast is.

## Lesson 7: Growing Your Periscope Audience 1

- If you are engaged with your audience, it's likely that increasing your following will grow:
  - Sales/Customers
  - Audience/Fans
  - Prospects
- Therefore, you want to use Periscope and make sure that you're increasing your reach.
- Social Media experts suggest that there are three ways to grow a Periscope Audience.
- FIRST, Notify on all channels and be specific about stating times and time zones, don't leave your fans to guess.

## Lesson 7: Growing Your Periscope Audience 2

- **SECOND**, Make sure that your titles are Copywriting oriented; think about how the information benefits your audience more than what they're actually going to get content wise.
- In your titles, use effective hashtags, branding hashtags as well as trending hashtags when relevant.
- **THIRD**, Do your scope broadcasts on a regular schedule; treat them like serial programming and leave 'cliffhangers' when possible.
- If it's relevant, scope/broadcast daily.
- **BONUS**, Do unto others: attend the Scopes of others and share their broadcasts.

## Lesson 8: Ways To Monetize Periscope 1

- Periscope is typically an indirect way to make a sale, as you are branding and becoming more likable.
- However, it CAN be used to bring prospects and customers to direct buying opportunities with a more favorable outlook on them.
- Affiliate marketers can direct prospects to links from a live broadcast.
- Info-marketers: Scopes can be packaged up and sold as a video course on platforms like Warrior Plus, JVZoo and the Warrior Forum.
- By using Periscope's Private Setting, you can choose who gets to come to watch the broadcasts, which means you can teach only those who have already paid.



## Lesson 8: Ways To Monetize Periscope 2

- Physical Product Sellers use Periscope to do product demos whether they are the actual creator or an affiliate.
- Kindle Authors use periscope to connect with their audience.
- Affiliate marketers do product reviews in real time.
- Create information products with live interviews.