

# CALENDAR

## Periscope:

Live Video for Fun, Fortune,  
and Fandom!



## Week 1

### Monday

#### A.M.

1. Think about your coaching goals for the coming year.
  - Do your clients depend heavily on mobiles?
  - Would livestream TV fit into your branding and marketing plans?
  - Will your clients love catching your streams?

Make a decision on whether or not you are going to use it.

#### P.M.

2. Go to <http://onperiscope.com/> and spend the morning (or at least a couple of hours) watching streams.
2. JOT DOWN thoughts, notes, content ideas for your business as you watch.

## Tuesday

### A.M.

1. Write down all the different types of live stream content ideas you can dream up:

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2. Decide on the top three types for you:

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3. Decide on the best user name for you and your goals. (If your own name is taken, then make sure the name you select fits your image as an expert and is instantly identifiable as you.)

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### P.M.

4. Download the Periscope app from [iTunes](#) or [Google Play](#) (depending on your device).
5. READ THE SPECS to the left of the App Description, to make sure your device is compatible with this App.
6. Open the App and LOG IN WITH TWITTER to take full advantages of Periscope.

(If you don't have a Twitter account, go create one now! Fill in the profile fully.)

## Wednesday

### A.M.

1. Find people to follow:

- Click on the “People” icon at the bottom of your device to start finding people
- Click on the “Globe/World” icon to find international content
- Use the search bar to find specific people by name

Next time you log in, you will see notifications if any of the people you have started to follow have been busy broadcasting.

### P.M.

2. Fill out your profile.

- Tap **People** icon (bottom right)
- Tap your **Profile** icon (top right)

Click on your Name, Photo or Bio to change these.

**INCLUDE A LINK IN YOUR BIO THAT IS EASY TO REMEMBER**

3. While on your Profile page, go to “**Settings**” and adjust your notifications according to your preferences

4. Set “AutoSave Broadcasts” here, in case you forget to do so for individual broadcasts

**READ PERISCOPE’S [HELP SECTION](#)!**

## Thursday

### A.M.

1. Log in with Twitter
2. Plan your first broadcast.  
Don't overthink this—just do it. Make it simple (e.g. Share setting three priorities for the day while drinking Latté on the verandah)  
Swipe downwards and select “Stop Broadcasting” when you are done.

*TIP: Switch between a view of your face and a view of your surroundings (e.g. your journal; your garden) by double-tapping your camera while broadcasting.*

### P.M.

3. Share your broadcast.
4. Blog about your first experience with Periscope and invite:
  - Comments
  - Hearts
  - Questions
  - Suggestions for what people want to see from you

**Educate your readers**, quickly and informally, on how to interact with Periscope.

## Friday

### A.M.

1. Log in to Periscope. Check **notifications** of people you are following. Watch any broadcasts from them that are occurring/have occurred.
2. **Watch any competitor broadcasts** that happen to be playing.  
Spend half-an-hour to an hour watching broadcasts. Do this daily for at least the first six weeks.

### P.M.

**Keep making notes on:**

- What works
- What doesn't

Remember that these notes can also provide ideas and fodder for future:

- Broadcasts
- Blog posts

## Week 2

### Monday

#### A.M.

1. Sit down and plan your broadcast schedule.
2. Brainstorm ideas for series/themes.
3. Brainstorm titles for your first few broadcasts (at least)

#### P.M.

4. Study up on available video-making equipment and apps.

MAKE A LIST of:

- Items to be purchased
- Items to be installed

Tuesday

A.M.

- 1. Download and install any software or apps.
- 2. Go through the instructions, FAQs and/or tutorials.
- 3. Practice integrating these apps or software with your camera/broadcasts.
- 4. (Make a quick broadcast if you have to: Something immediate and short, like “How Long it takes my Kettle to Boil”.)
- 5. Order any physical equipment you plan to use online (or head out to your favorite camera store).

P.M.

## Wednesday

### A.M.

1. **Post to social media** about your next broadcast:
  - What time you will be live
  - What it's going to show them(Remember to include the **time zone**)
2. **Invite Friends/subscribers** to visit, live, and offer their comments/"hearts" etc.

**THIS IS THE PERFECT TIME TO OFFER A FIVE-MINUTE Q & A.** But if you do, have a friend or two ready to offer questions, if no one else shows up.

### P.M.

3. **Email subscribers and post/tweet about the replay** IMMEDIATELY upon its conclusion. Don't worry too much that most email subscribers will miss it: Your purpose with email is to make them eager for the next Q & A live session—so be sure to include in the email when the next one will be!

Thursday

A.M.

- 1. **Write short scripts** for future broadcasts (next week's or next month's)
- 2. **Write and upload follow-up emails** letting your subscribers and clients know when each one will be

Sync them to be sent:

- The day before each broadcast
- The morning of each particular broadcast

- 3. **Make a list/take notes** about any equipment or items you will need ready for each broadcast. (Put these on your calendar as a reminder.)

P.M.

## Friday

### A.M.

1. **Write blog posts** promoting your broadcasts and **pre-schedule** them in WordPress to your optimal pre-broadcast time.

### P.M.

2. **Write emails** about the blog posts and **pre-schedule** these in your Autoresponder.
3. **Watch Periscope broadcasts.** Take notes of any ideas you get, tips you get or mistakes not to make.
4. **Start Following broadcasters you like.** Be interactive! Comment and give hearts. Ask questions!

## Week 3

### Monday

#### A.M.

1. **Start broadcasting your series** and promoting it.

**Be sure to check your broadcast history** in your Profile (under 'Broadcasts').

Start noting the data your Profile displays.

#### P.M.

## Tuesday

### A.M.

1. **Watch broadcasts.**

Comment and heart. Chat. Ask questions.

2. **Make notes** on things that strike you about broadcasts you watch.

3. **Check** that pre-scheduled blog posts and emails have been sent

4. Check:

- **Email** responses
- **Social media** responses

5. **Carry your camera at all times** and be ready for impromptu opportunities to make entertaining live broadcasts or capture exciting events or news.

6. **INTERACT!**

### P.M.

Coach client(s) or implement actions steps decided on this morning.

## Wednesday

**YOU ARE NOW WELL ON YOUR WAY TO MASTERING LIVESTREAM BROADCASTING.**

Continue to:

- Monitor, follow and interact with other broadcasters
- Track your broadcasts in your Profile View
- Send out emails and blog posts to promote your livestream videos
- Keep up with the latest Periscope changes and developments
- Refine your broadcasts
- Interact with your followers
- Use strong titles and themes
- Broadcast regularly

**P.M.**

**USE THE REMAINING SEGMENTS OF THIS CALENDAR TO SCHEDULE IN YOUR BROADCASTS AND POSTS FOR THE REMAINDER OF THE MONTH.**

Thursday

A.M.

P.M.

Friday

A.M.

P.M.

Week 4

Monday

A.M.

P.M.

Tuesday

A.M.

P.M.

Wednesday

A.M.

P.M.

Thursday

**A.M.**

- 1. **Plan and schedule broadcasts for the next month**
- 2. Write blog posts and emails. PRE-SCHEDULE.
- 3. Write social posts.

**P.M.**

Friday

A.M

P.M.