

CHECKLIST

Periscope:

Live Video for Fun, Fortune,
and Fandom!



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- ☐ I have familiarized myself with Periscope's livestreams at <http://onperiscope.com>
- ☐ I am aware that I can:
 - ☐ Follow people
 - ☐ Tweet a stream
 - ☐ Post a stream to Facebook
 - ☐ Ask questions or comment (live)
 - ☐ Tap the screen to give the presenter "hearts"
- ☐ I have found people to follow on Periscope
- ☐ I have determined how well livestream will fit into my subscriber/client preferences and lifestyle
- ☐ I have decided how effectively I can use livestream for:
 - ☐ Branding
 - ☐ Visibility
 - ☐ Sharing
 - ☐ Bonding
 - ☐ How to
 - ☐ Demonstration
 - ☐ Entertainment
 - ☐ News
 - ☐ Other _____
- ☐ I have decided whether or not livestream fits appropriately into my business plan
- ☐ I have thought of specific ways to use Periscope in my business
- ☐ I have downloaded the Periscope app and signed up for an account
- ☐ I have optimized my profile on Periscope
- ☐ I have accessed and thoroughly studied Periscope's Help section
- ☐ I have bookmarked Periscope's Help section
- ☐ I have chosen the best Periscope username for my business branding purposes
- ☐ I am aware that Periscope usernames cannot be changed (only the display name)
- ☐ I am giving my broadcasts:
 - ☐ Short, strong titles
 - ☐ Hashtags
 - ☐ Descriptive keywords
- ☐ I am aware of the immediacy and interactivity benefits of Periscope
- ☐ I am actively inviting feedback from viewers
- ☐ I am aware that I can set my broadcasts to "private" or "public"

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- ☐ I am ensuring that:
 - ☐ Broadcast replays are enabled
 - ☐ Twitter sharing is enabled at the start of my broadcast
- ☐ I understand how Periscope “hearts” work
- ☐ I have familiarized myself on Periscope with:
 - ☐ Following
 - ☐ Searching
 - ☐ Broadcasting
- ☐ I am conscious of the benefits Periscope offers for:
 - ☐ Personal branding
 - ☐ Business branding
 - ☐ Raising visibility
 - ☐ Relationship building and bonding
- ☐ I understand the benefits of livestream over blogging:
 - ☐ People are able to comment easily and immediately
 - ☐ I am able to instantly acknowledge or reply
 - ☐ Neither I nor my viewers have to wait for a response
 - ☐ When people access my livestream, it is an interactive experience
 - ☐ Following livestreams can be addictive, whereas following a blog requires commitment and effort
- ☐ I am sharing:
 - ☐ My knowledge
 - ☐ My skills
 - ☐ My products
 - ☐ My world
 - ☐ Other _____
- ☐ I have identified what my ideal viewer can’t resist watching

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- ☐ I have identified the best ways I can use Periscope for my unique coaching business and audience:

- ☐ I have determined how I can best use engagement as a business driver
- ☐ I have identified:
 - ☐ What will make my viewers tune in
 - ☐ What will inspire them to comment
- ☐ I have learned to look for the quirky, valuable and/or fascinating in what I can bring my viewers
- ☐ I have learned to make the most of the full benefits of livestream
- ☐ I have made livestream a regular, recurring and integrated part of my coaching business