

# #GoLive Video Checklist

Review this list before and after you create your live stream video.

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- How will this video fit into my overall marketing strategy?

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  - What is the purpose of this specific video?

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  - Who is the specific audience for this message?

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  - What is my call to action for this message/video?

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  - What is the best platform for this live video?

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  - Should I promote this live video in advance?

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  - Do I need a script or bullet points for this video?

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  - Is this video an episode in an ongoing show?

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  - What's the best tool for this video? Do I need to use my desktop, my smartphone, or a third party app?

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  - Do I have a strong internet connection?

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  - If I'm using my phone, is the battery fully charged?

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  - If my background appropriate for the video?

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  - Am I happy with the way I look?

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  - What is the title of this live video episode?

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  - Do I need a tripod for this video?

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  - Am I ready to go live?

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  - Acknowledge your viewers

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  - Answer questions.

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  - Ask viewers to subscribe

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  - Mention your call to action

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  - Save video when the event is complete

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  - Check for comments that did not get answered

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  - Where should this video be shared? Page, profile, group, YouTube, blog, twitter, etc.

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  - Does the replay video need to be edited?

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  - Will this video be used in a blog post or for an article? If so, get the audio transcribed.

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  - Can the audio from this video be used for a podcast?

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  - Copy and save the embed code for the video to use on a blog post

