

# 31 Days of Facebook Live Video Ideas



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**HOW NOT TO SUCK  
AT LIVE VIDEO**

# #1 Pro tips

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QUICK 1-3 MIN TIPS THAT YOUR  
CUSTOMERS WILL FIND HELPFUL

## #2 Behind the scenes look at your business

LET PEOPLE SEE YOUR WORKFLOW PROCESS. SHOW THEM SOMETHING THEY WOULDN'T NORMALLY SEE DAY TO DAY.





## #3 Your "go to" motivational quote

Share your favorite motivational quote and why it's so impactful to you.

# #4 How-to videos related to your business

Instructional videos on how to use your product, service or something related to your business.



# MEET SHONNA

WHY SHE'S A  
BADASS



## #5 Employee Spotlights

If you have employees, introduce them  
to your audience.

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**Your business IS  
your employees.  
Put them front and center.**



## **#6 Announce Flash Sales**

If you're in retail or have an online business, announcing a flash sale is a great reason to go live.

**#7 Unbox new tools or technology that you're trying, or something cool you've purchased for your business that might be cutting edge**



# #8 Talk about the latest industry news and share your thoughts on it

This is a great way to showcase your expertise. Also, don't be afraid to have an opinion.



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**#9 Go live from  
an industry  
conference,  
share your  
experience &  
what you're  
learning.**

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# #10 Interview an expert in your field

People shouldn't JUST hear from YOU. Interviewing an expert is a great way to show that you keep up with others in your space (social proof) and it's also an amazing way to leverage their audience.





## #11 Be Vulnerable

Tell a story of a struggle you faced personally (if applicable) or professionally and how you overcame it.



## #12 Video on the fly.

Be spontaneous—if you think of something to share, even if you're in Walmart, just go live and capture the moment.

# #13 Surprise moments

Sing happy birthday to a customer, friend or employee.  
(If you're not THAT brave just wish them a happy birthday.)



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# #14 Announce winners from contests



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# #15 Go live from your home office

Give people a peek into your world.  
How messy IS your desk REALLY??

# #16 Myth Busters

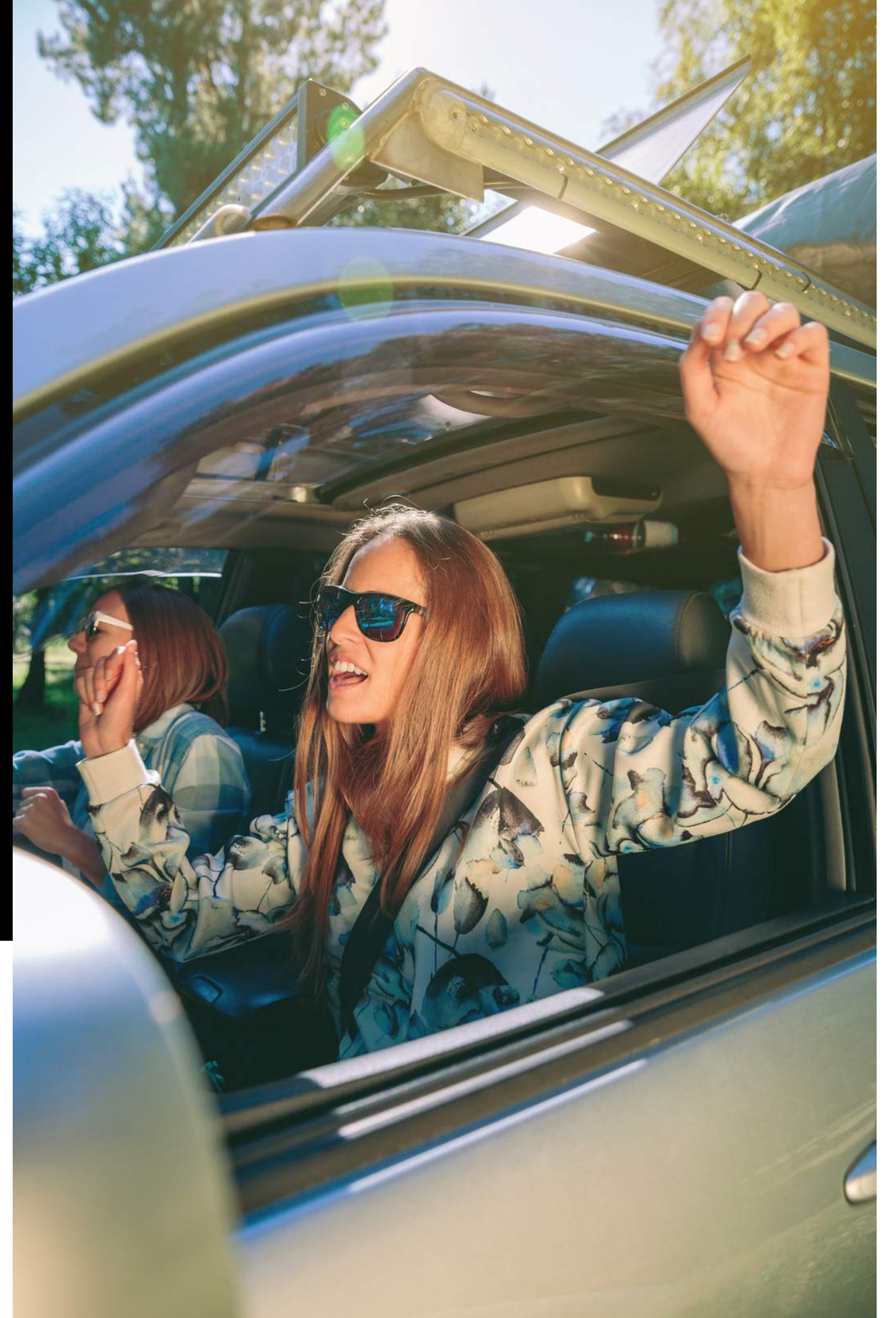
Talk about common misconceptions related to your industry or profession.



# #17 Give your top 5 car road trip songs and ask people for theirs

Everybody likes to talk about  
their taste in music.

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# #18 Comparison videos

Compare products or brands related to your industry and talk about the features and benefits of each.

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## #19 Q&A

Offer up a question and answer session.  
If no one shows up, just answer the  
top 5 questions you're asked  
most in your business.

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## #20 Give book reviews

This shows that you're always learning, growing and staying ahead of the curve in your industry.

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# #21 Interview your kids

They're sooooo honest. Ask them what they think of your industry.

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# #21 Announce new changes & upgrades to your products or services



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# **#22 Tell a funny story and relate it back to your industry**





# **#24 Customer testimonials**

**LET YOUR CUSTOMERS  
TELL A STORY ABOUT  
DOING BUSINESS  
WITH YOU.**



**#25 Thank your  
employees on  
live video then  
tag them in the  
post**



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**#26 Ask people  
questions about  
what they want to  
hear from you**

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## #27 Sound Off

Talk about something related to your industry that is broke or needs improvement and offer a solution.

# #28 Get personal

Talk about what you do when you're NOT working. People buy from people they KNOW, love and trust. Let people get to know you.

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# #29 Share your favorite apps related to your industry

Being helpful is one of the  
easiest ways to gain trust.

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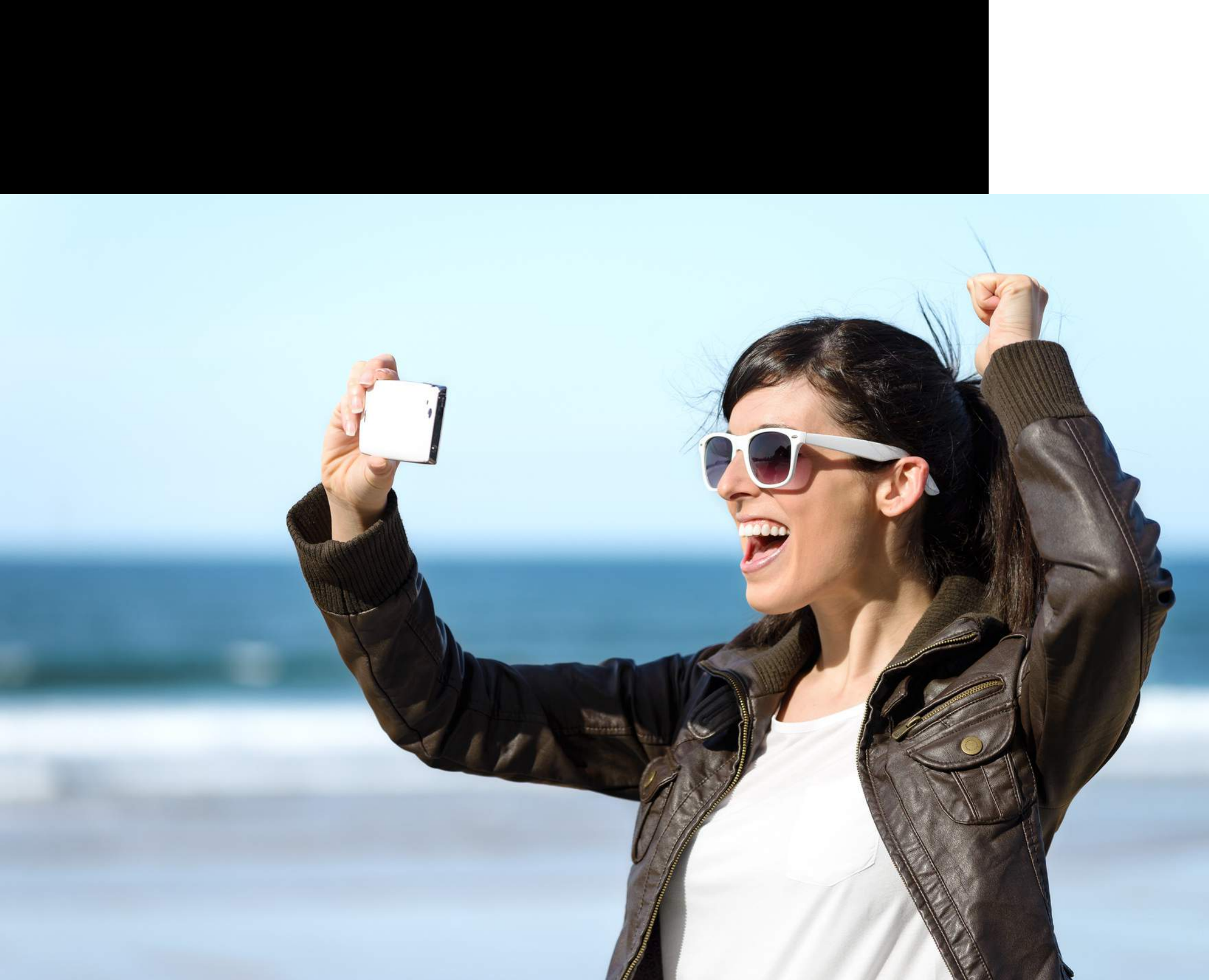
# #30 Do the unexpected

When you see something like a beautiful sunset, a guy playing guitar on the street, just go live and share it.

Predictability = Boredom



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# #31 Share something novel about your day

It's ok to go off topic.

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## Final Words

Know this: at first you will suck. But the more you do it the better you'll get. And the rewards will greatly outweigh the sucking part.

**DANA SANCHEZ**

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