SECRETS TO SUCCESSFUL SELLING ON LIVE VIDEO
TAUGHT BY CHRIS GUILLOT OF MERCHANT METHOD

1. Welcoming remarks
2. Why does livestreaming matter?
   2.1. Customers like video
       2.1.1. 72% of customers would rather learn about a product or service by way of video. (HubSpot)
       2.1.2. Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text. (Insivia)
   2.2. Marketers like video too
       2.2.1. 52% of marketers say video is the type of content with the best ROI. (HubSpot)
       2.2.2. 97% of marketers say video has helped users gain a better understanding of their products and services. (Hubspot)
3. When is live video a necessary content marketing tool?
   3.1. Bridge the distance gap
   3.2. Provide a multisensory experience
   3.3. Engage multimodal learners
   3.4. Multiplies the ways you can engage your audience using live video
       3.4.1. Demonstration
       3.4.2. Behind-the-scenes
       3.4.3. Q&A
       3.4.4. Poll your audience
       3.4.5. Asynchronous
4. How do you create a watchable video?
   4.1. Keep your ideal customer or ideal viewer in mind
   4.2. Have a structure or create a detailed outline
   4.3. Identify a compelling reason to stay
   4.4. Promote your own participation
   4.5. Practice and test your tech beforehand
   4.6. Live viewers tune in and out
   4.7. Pro Tip: You’re speaking with someone, not aloud to yourself
   4.8. Remember: You’ll get better by doing it
5. What technology do you need?
   5.1. Start with what you have
   5.2. Start with less than this
   5.3. Make simple upgrades when you’re ready
6. Next Steps: Livestream and tag @merchantmethod

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