

# 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