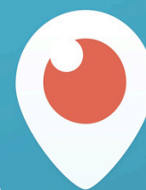




Periscope Power Tips for Savvy ‘Scopers!



Kerry Shearer “The Periscope Expert”

Periscope & Twitter: @kerryshearer | Instagram: @theperiscopeexpert | Web: www.theperiscopeexpert.com

Tackle Your Tech:

[] Use a smartphone tripod mount to attach your phone to a tripod. The best one I’ve found is the Square Jellyfish (about \$14), which rotates vertical for Periscopes or horizontal for normal video shooting. Remember, at the time I made this document, Periscope only shoots vertical video.

[] Attach the Square Jellyfish to a desktop or floor tripod to hold your smartphone steady. The Jellylegs tripod with ball mount (\$13) is very small and compact, while the Slik Mini-Pro III (\$30) is a larger desktop tripod. Or, go full-size with one that extends to 72” tall, like the Amazon Basics (or similar) for about \$30.

[] When using small desktop tripods, stack up books to boost the smartphone to eye-level for a more flattering shot. It avoids the “up the nose” angle that we see on all too many ‘scopes!

[] Use a wired smartphone clip-on lavalier microphone for great sound. My favorites are the Movo PM-10 (\$25), the MXL-MM160 (\$59) or the Rode SmartLav+ (\$70). The Movo and Rode only have 3-foot cords; the MXL has a 6-foot cord and a headphone jack to monitor playback.

[] Ensure good lighting on your face; avoid backlighting (strong light behind you) from windows, desk lamps or reflections, which can fool your smartphone’s auto-iris and leave you too dark in the shot

Find the tech gear mentioned above in my Amazon store at <http://www.CommunicatorsTechStore.com>

Broadcast Set-up:

[] Write a catchy but descriptive headline and include hashtags and emojis. The headline will tell the viewer exactly what to expect, colorful and relevant emojis will catch the eye, and the hashtags will likely capture extra viewers when you share the broadcast on Twitter.

[] Settings: In your broadcast setup screen, make sure 1) location is toggled “on” so you’ll appear in the world map; 2) ensure that the padlock icon is dark, indicating you are doing a public broadcast, 3) make sure the chat icon is grayed out, which means that everyone can chat; and 4) that the bird icon is “on” (white) so your Twitter followers will be notified of your broadcast

[] Start your broadcast with the smartphone’s rear-facing camera pointed at a compelling scene, image or graphic you created on your computer, or a portrait-mode print out of a graphic you’ve created and stuck to the wall. It’s important, because your first frame of video will also be your replay icon. Make it a compelling one!

After You Hit “Start Broadcast”

[] Immediately move your camera to its starting position after the initial graphic has been captured when you hit the Start Broadcast button. This may involve you switching to the front-facing camera by double-tapping the screen so you can start on your face. You’ve got maybe 2-5 seconds to do this before viewers begin joining.

[] When you start your Periscope broadcast, introduce yourself so viewers know who you are, and reintroduce yourself (quickly) again later as more viewers join

[] Watch the chat roll and welcome viewers by name as they join your broadcast. You can ask them where they’re from. People love to be recognized, and that will build connection! If you recognize the names of people who have been on your previous broadcasts, say “Welcome back (name)” or “Great to see you again (name).”

[] Tease your topic a bit so viewers know what you’re going to be covering, but wait a minute or two to jump into the meat of your content, because you need to give your audience members time to join the ‘scope

[] Ask viewers to share the broadcast with their followers. On iPhone, tell them to “Swipe right, hit ‘Share’, and ‘Share with all followers”.

[] Give your best, high-value content during your broadcast, and make sure it aligns with what you promised in your headline. When you give your viewers massive value, this builds relationship, helps them make progress in their business or life, and lets them know that, every time you broadcast, they can expect outstanding content.

[] Answer questions from viewers as much as possible along the way. This is not a one-way performance; it’s a two-way dialog. If for some reason you can’t be interrupted for a minute or so in order to deliver critical information, tell your viewers to hold questions for just a moment. But do everything possible to work those questions and answers into your presentation as you move through the broadcast. Or, have a colleague monitor on a separate device and feed you questions.

[] Periodically recap content as later viewers join. “Hey Bob, Jane and Lynn, we’re talking about smartphone accessories for great Periscope broadcasts, and right now we’re looking at tripods.”

[] Conclude by asking viewers if they have any final questions, thank them for watching, and this is a great time for a low-key, non-salesy “action” step inviting them to visit your web page, sign up for your email list to stay connected, etc.

After Your Broadcast

[] Grab your replay link (click the Share button and Copy to Clipboard) and schedule several Twitter posts inviting followers to watch the replay. Be sure to include the day/time the replay expires (which is exactly 24 hours after the end of your broadcast).

[] Consider uploading the saved recording from your Camera Roll to Facebook or YouTube