



The Proven Guide to Using Live Video to Build Your Personal Brand

1. Make your videos personal

To make your videos personal you can use these two formats:

- **Type 1:** Make a GIF format video and focus on objects, backgrounds, or scenery while you narrate. You can also record in “first person” while you travel. Your viewers will see what you see, and you can narrate.
- **Type 2:** The second type is what you should stick with when working to build your personal brand. Videos should stay personal because that’s how you’re going to make a personal connection and build your brand.

2. Don't script it

- Don't script your videos. Because reading from a script ruins authenticity.
- Rather than trying to read from a script, which creates an off-camera glance or stare with unnatural delivery, prepare yourself with a handful of bullet points.
- Don't write those down; rather, keep those bullet points or target ideas in mind.
- Recall them, and practice a few times before you go live, and you'll be good to go.

3. Go for quick delivery

- If you want to grab people on the fly and grow your audience quickly, make sure you're consistently providing a fast delivery on your ideas.
- For a live stream, aim for 5 minutes or less.

4. Don't go cheap on hardware

- Buying a quality smartphone can be good enough to live-stream on the fly without too much worry over lighting and sound.
- Sound quality is especially important. If your audience can't hear you, there's no reason for them to stay tuned in.
- So, always do a few test recordings to sample the sound and make sure everything sounds great before you go live.

5. Be funny, but with a purpose

- Being funny with a purpose will help people entertain and will help improve your personal brand.
- When working humor into your live stream, always remember to work within the boundaries of your brand message and personality.

6. Maintain authenticity

- To gain views don't try to go over the top. When you try to create a character that doesn't match you or say things out of character, the audience will eventually catch on, and it will reflect poorly on you.
- You wind up confusing your audience when you act differently from one video to another.

7. Diversify your content

- Don't just rely on live broadcasting to build your personal brand.
- Repurposing some of your best content is a good way to build your brand.
- Go through the topics you've covered while guest-blogging or writing on your own site.
- Review Q&As or interviews you've done, and pick out the gems.
- Use live feed videos in addition to other content marketing methods to reach more audience segments and grow the visibility of your personal brand.

8. Build your audience to promote your stream

- Beginning of your live streaming you won't see much traffic, so build your audience early on. Promote your other content through social channels to draw traffic and increase engagement for your articles and ideas.
- Promote the replay if you're using native streaming on Facebook or broadcasting on other channels.
- Most importantly, be sure to actively engage the people joining your live stream.

9. Always bring value

- Live stream is another form of content marketing. When you're producing content, always provide value, perhaps in a form of a takeaway.
- That's what keeps people coming back and greatly increases the odds of shares, opt-ins, and continued engagement.

10. Brand yourself

- Build your brand by introducing yourself the right away. When you're live streaming always tell your audience who you are.
- You never know who is watching, and every video could be their first introduction to what you're sharing, so always start out with "Hey, it's so-and-so, and I'm at..."

11. Go live regularly

- Go live regularly. Create a schedule and stick with it. It's important to keep your live streaming frequency often.
- The more often you stream live video, the easier it gets. Your comfort and confidence will increase.