

CREATIVE STRATEGIES WITH ASHLEY RAETZ

A photograph of a desk setup. In the center is a silver laptop with a dark grey screen. On the screen, the text '75 Ideas to go LIVE' is displayed in a teal color. To the left of the laptop is a small succulent in a tan pot, and behind it is a white card with colorful polka dots. The background is a plain white wall.

75 Ideas to go LIVE

PLUS TIPS FOR LIVES, REPURPOSING YOUR
LIVE CONTENT, AND IDEAS FOR SERIES.

75 Ideas to Go LIVE!

IDEAS TO GO LIVE ON FACEBOOK OR OTHER SOCIAL MEDIA

1. Live sales! These are a GAME CHANGER! Be sure to check out our Live Sale Training on the website.
2. Do some decorating tips for your followers. Teach them some simple ideas to help with decorating.
3. Stage a shelf, mantel or a table. Add some of your products. Customers love to see this.
4. Show your most popular items that you are currently selling, your fan favorites or best sellers.
5. Announce sales or promotions that you have coming up. Customers love to be the first to know.
6. Show your favorite tool that you use to create, make, or do what you do. Tell customers why you love it!
7. Educate your followers about the different tools that you use to create.
8. Show your process step by step. This really lets customers into the world of how it is done.
9. What does your audience WANT to see? What are they asking about? This will give you ideas?
10. Show you making your product. (This could actually be broken into a series of lives!)
11. Show you staging products for photos or in your store. This will give customers ideas, too.
12. This or That? Show your products in different settings. Have your audience tell you which one they like.
13. Show outfit ideas. Outfits that go with jewelry, handbags, shoes. Or accessories that go with clothes.
14. Go shopping for supplies and do it live! Let them have a vote if there can be a choice of what to stock.
15. Do a poll on your page or in your group and go live to announce the results or give info on each choice.
16. Share DIY tips or hacks with your following.
17. Do an unboxing of supplies or tools that you've ordered. It's exciting to watch someone else unbox.
18. Ask questions to get feedback from followers on new product development ideas.
19. Come up with a theme and ask followers for ideas or topics in that theme to go live on.
20. Go live on that theme every month. (Ex. if you are a painter, have a live project you paint each month.)
21. Have holiday themed lives. Holiday content is huge. Decorating, DIYs, shopping, ideas. Use holidays.
22. Share traditions with your followers. Think of holiday or even every day traditions and ask about theirs.
23. Holiday colors? How do people decorate? Go live sharing your product with those color schemes.
24. What is your favorite holiday food? Go live and cook an audience's favorite food. Use a poll to decide.
25. Decorate your tree live.

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26. If you are a DIY or crafty business do different DIY topics each month.
27. Create a live around your daily routine.
28. Talk about quality and what makes your product different.
29. Personal posts always do well. Go live and talk about family life or who you are as a person.
30. Any type of quick tips...tips for painting, making a candle, cutting a board, stringing jewelry, etc.
31. Funny stories make people relate to you. Trust me!
32. "Claim it while I make it" This is an original idea of mine and there will be a training later on for you!
33. Show your work space! This can be different lives as well, showing how you set up each station.
34. Exercise tips. How do you get your workout in? What do you like to do? What works for you?
35. Workout motivation. How do you get and stay motivated to work out? What benefits have you seen?
36. Motivational talks or pep talks. You have a lot to offer!
37. Scripture readings.
38. Color Easter eggs. Works great if you have kiddos to help.
39. Use the audience to come up with ideas. "I need ideas for _____, Let's chat."
40. Announce any events you will be at and promote those LIVE!
41. Go live while at any event you are at for your business (or could be personal events, too.)
42. Go along for the ride. (When you vacation, or go somewhere, bring them along.)
43. Interview another maker or role model of yours.
44. Show the prep work of your business and/or packaging a product.
45. Show sneak peeks of a new product before it's even available to buy or when it is available.
46. Who do you deal with on a daily basis? Post office, family, employees? Go live and introduce them.
47. Have your staff go live and let customers get to know them.
48. What is your story? How did you get started? Tell that to your following!
49. Go live to share how you design or come up with ideas. Take them through small pieces of some ideas.
50. Play a game with your audience...trivia...or something fun.

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51. Let your audience submit questions and answer them on a live.
52. Go thrift store or clearance shopping and share the deals you find.
53. Makeover a small space in your home live with your audience.
54. Tell a story from your childhood, something to get a laugh or encourage others.
55. Show your beauty routine and your favorite products. Let them help you get ready for an evening out.
56. Organize a box of old photos or memories.
57. Is there a local tourist attraction or museum nearby? Do a live tour.
58. Shop for an outfit or new accessories and let your audience help you choose.
59. Do a seasonal craft. Bonus points if you do it with your family.
60. Replant, or plant something.. It can be outdoors, a potted plant, or an inside windowsill garden.
61. Take them on a walk or on a run with you.
62. Show them how to decorate for the holidays using your new product line.
63. Let your kids interview you. Or interview your kids or spouse or a friend or family member.
64. Read a passage from one of your favorite books and talk about it.
65. Play truth or dare with your audience. You make up the cards in advance. :)
66. Tour a model home or local park or trail.
67. Decorate cookies or cupcakes or a cake.
68. Show them how a certain tool works, or even how to use some of your tools.
69. Share a top 10, your favorite quotes, books, products, movies, etc.
70. Tell a story from your week that makes them laugh or inspires them.
71. Tour your brick and mortar, your workspace, your storage, etc.
72. Let a live run while you organize your craft space, or clean out your pantry...etc.
73. Do an open Q&A where you take questions about you or your products.
74. Give a tidbit about a new blog post...or talk all about it and later download and embed the video on post.
75. Do a lifehack episode where you test if certain hacks are yays or nays.

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TIPS

TIPS FOR GOING LIVE

Always go live with a purpose, even if it is just letting them get to know you. Talk with a purpose.

Think of what you do (painting, sewing, etc) and dig deep.

These ideas are for different industries, but you can make them fit yours.

Remember to be yourself!

Smile!

Have fun!

It's okay if you make a mistake!

Everything will be okay!

Going LIVE is ESSENTIAL for Facebook Business!

Go live at LEAST 1 time a week!

Just do it!

Report back to the group with ideas!

Let's cheer each other on!!!

SERIES

A series can create loyal fans who show up for you regularly. Depending on your niche, try creating a regular day and time when you go live to share a new idea, a new project, some tips, tricks, etc. You can make this 100% sales pitch free or you can add a little near the end where you promote a sale, an item, an event, etc.

Examples:

Tuesday Coffee Chat with Ashley (Ashley talks business)

Paint with me live every week on Wednesday at 9.

Monday Makeover (decorating tips, organizing tips, makeup tips)

Thursday Thoughts (while you work on a project)

Favorite Things on Friday (share 3 things you loved from the week)

75 Ideas to Go LIVE!

10 WAYS TO REUSE YOUR LIVE VIDEO

1. Upload your video to Youtube. If you put a Youtube link on Facebook, it will tank! But you can download your Facebook video and then upload it to Youtube as an option.
2. Break it into smaller quotes. Lives are long. But pull out a few sentences here and there and create some short videos that can be posts for you. You can even link in the comments to the full video.
3. Embed the video on your website.
4. Pull out some parts to use to promo your next live video. (Something that is profound or will make a viewer laugh and want to watch your next live.)
5. Create posts (graphics, questions, etc) based on the content of the live video.
6. A live video could be a great ad, depending on your niche. So you may be able to use the live as a Facebook Ad.
7. Create or edit a transcript of the live to write a blog post for your site.
8. Separate the audio and create a podcast.
9. Create a pin for each blog post from a repurposed live that you embed in your site.
10. Share the lives into your group from your page.

YOUR IDEAS