



# 100 IDEAS TO GO LIVE

CREATIVE STRATEGIES WITH ASHLEY RAETZ

- 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 poll to decide.)**

**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 holidays or even everyday 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.**

**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 the 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 it is so much fun!**

**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.**

**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. Do a live and just chat with them about things that are coming up or ask them things they want to see.**

**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.**

**76. Go live and talk about some of the early struggles in your business, express gratitude for how far you've come.**

**77. Go live and showcase something on your bucket list.**

**78. Go live and make your favorite meal as you chat about upcoming things.**

**79. Go live and share a crazy real life story.**

**80. Go live and give a seasonal trend report.**

- 81. Go live and get ready for the day as you talk about items on your to do list.**
- 82. Go live and share your makeup or skin care routine.**
- 83. Go live with a business partner or spouse and talk about what each brings to your business.**
- 84. Go live and talk about balancing work and home life.**
- 85. Go live and have a trivia game as you work on projects.**
- 86. Pick a problem that your audience has and go live with 5 ways to \_\_\_\_\_(solve the problem).**
- 87. Go live and talk about the things that make your business unique or different. (But don't bash other businesses.)**
- 88. Go live and talk about a time when you should've said no to an opportunity but didn't.**
- 89. Go live and share a big lesson you learned from something small in your day.**
- 90. Go live and talk about the 3 main things you need to get done in the day and then post a graphic later in the day or in stories updating your progress.**

**91. Go live and give some book or tv recommendations as you work on a project.**

**92. Go live and talk about what you would do differently if you started your business over today.**

**93. Go live and share 1-3 lifehacks related to your niche.**

**94. Pick some common questions that have come in through comments or emails and go live to answer them.**

**95. Debunk a common myth in your industry.**

**96. Go live and tell about the first product you made and the first sale you got.**

**97. Tell a story from your childhood/adulthood about a time you wanted to give up on something but are so glad you didn't.**

**98. Go live and call it the Ultimate Guide to \_\_\_\_ (something your audience wants help with).**

**99. Pick a social media holiday and have a live around the theme.**

**100. Go live and do a review: Is \_\_\_\_ worth it?**

