

Facebook Live Story Board

Questions:

1. **What is the point?** Example, are you selling, informing or entertaining?
2. **What action do you want people to take?** What do you want them to do?
3. **Why should they take action?** What problem are you solving?
4. **What makes your store different?**
5. **What is the theme or feeling of your brand?** Are you a fun store? Is it a serious store? Are you showing how to's?

Actions to take or to ask for:

1. **Say the name of your store.**
2. **Like and follow the page.** Include why they should do that.
3. **Please leave a comment.** Ask a specific question that they can answer easily. Example, What color do you like? Are you a dog person or a cat person? Favorite ice cream? Ask for helpful suggestions for the store.
4. **Call the store.**
5. **Visit the store.**
6. **Make an appointment.**
7. **Reserve an item.**

What works when doing live videos?

1. **Consistency, Do a video on the same day every week. Or twice a week.**
2. **Funny, awkward, informative, home spun, spontaneous, etc.**
3. **What are the best times to post a video?** When it comes to publishing a Facebook video, the best time to post content is between **12pm and 1pm**, when most people are on a break and more likely to interact with their devices. The second-best time is early in the morning, between **9am and 11am**.
4. **A tight shot of what you are marketing.**