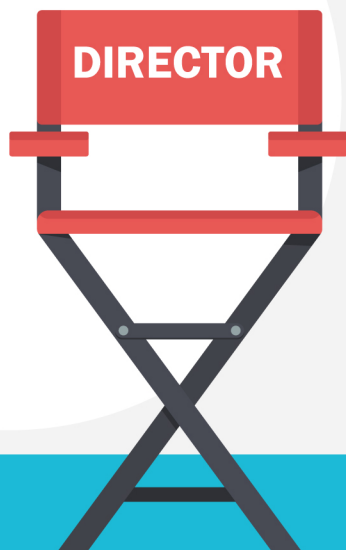
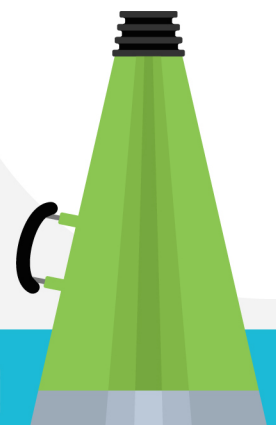


Lights, Camera, *Action!*



CHRISTIE
Miller
The Health Coaches' Coach



How to Bring Out Your Best on Camera.



Hey Coach!

Congratulations on enrolling in one of our courses! I'm excited to teach you how to build your online business through free challenges and online courses.

A huge component of your online business is showing up on camera. Whether it's FB Live or pre-recording videos, it can be terrifying!

Just ask Cindy Brady who completely froze when she saw the red light go on during her tv gameshow appearance. With a little bit of preparation, some practice, and the right equipment, you'll be a pro in no time.

I totally sucked on camera when I first started doing videos. And I mean seriously sucked. These days, I have fun every time I go live.



This guide will show you what to do before the broadcast, during the broadcast and after the broadcast.

Jump in and before you know it, you'll have fun broadcasting too. I promise!

Hugs,

♥ Christie

**** BIG P.S. -** For the highest quality Facebook Live broadcasts, I use the [ecamm](#) download that I instantly fell in love with during a 14-day free trial. Give it a try and if you have any questions, hit me up in our Facebook group.

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BEFORE THE BROADCAST

The more prep work you do before your broadcast, the better you'll feel when you go live.



THE *Big* IDEA

What is the purpose of your broadcast? Here are different types of broadcasts:

- Discuss hot topics
- Answer questions from fans
- Cover breaking news
- Introduce another expert through a co-hosted broadcast
- Give a behind-the-scenes glimpse into your world
- Show the viewers how to do something

What is the business goal? Is it to get more people to opt-in to your email list, to provide value to your viewers, or to generate revenue?

Once you know the purpose of your broadcast, you can start working on the script and / or bullet points.

When you're new to broadcasting live, writing out a script is very helpful. Practice it enough times so you are not reading it line for line. The best delivery happens when you know it so well that you only have a few bullet points on a post it note to glance at if needed.

Practice on FB Live by selecting the "only me" broadcast option. This will allow you to test your script knowledge, readiness, lighting, and sound before you do the real thing.





CHOOSE YOUR *Location*

This is obvious, but I'm going to say it anyway — always scan the background that shows during your FB Live broadcasts.

I've seen "fancy pants" coaches broadcast with a pile of dirty laundry on the floor. Clean it up unless your broadcast topic is decluttering.

Natural light always works best, so if you can broadcast facing a window with good light, go for it.

Viewers like consistency, so it's worth the time to set up a nice area in your home for regular broadcasts. For less than \$100 you can paint a chalkboard wall or hang a professional quality backdrop that looks great on camera.



USE A PRE-BROADCAST *Checklist*

If you're broadcasting from your phone, use this checklist to avoid unexpected interruptions:

- ☐ Make sure your battery is charged
- ☐ Connect to WIFI if available
- ☐ Turn your phone on "airplane" mode
- ☐ Set up your phone on a tripod
- ☐ Check lighting and move to better location if needed
- ☐ Use a headset or microphone for best sound



DURING THE BROADCAST

*The more interaction you have with your viewers,
the better they will feel about your knowledge and compassion.*



TELL VIEWERS WHAT'S IN IT FOR *Them!*

The first 20 seconds are the most important part of your video. Start with a question or a comment that instantly tells viewers why they should listen to you.

"Are you struggling to find clients online? If so, then you're in the right place because I'm going to show you how to use a free 5-Day Challenge to attract your ideal clients."

After you grab their attention, give a quick introduction. Remember to smile and let your personality shine!

"Hi, I'm Christie Miller, the founder of EatTrainWin and The Health Coaches' Coach. I cracked the code on hosting online challenges that convert new prospects into paying customers."

Then go right into the meat of your broadcast.



FOLLOW YOUR OUTLINE LIKE A *Storyboard*

Your script should have a beginning, middle, and end. Take the time to interact with viewers and use their names whenever possible.

Ask easy to answer questions to get them used to typing responses in the chat box. Make each person feel special.



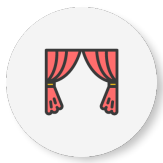


CREATE A CLEAR *Call-to-Action*

Your Call-to-Action (CTA) is the most important piece of the broadcast. Tell your viewers what to do next. It could be:

- ☐ Go to a URL to grab a free download
- ☐ Join your Facebook group
- ☐ Visit a sales page to enroll in your program
- ☐ Share the FB Live with a friend
- ☐ Post their commitment in the comments below
- ☐ Mark their calendars for your next broadcast
- ☐ Save their seat by registering for your next webinar
- ☐ Etc.

Whatever it is, prompt your viewers to take the next step with you.



USE A CONSISTENT *Sign-off*

The worse thing you can do is sign off and leave your viewers wondering if you meant to push the end button. Give a proper sign-off after your call to action.

"During tomorrow's FB Live, I'll show you how to create a delicious Freezer Fudge in less than 20 minutes. Until then, I'm Christie Miller, the founder of EatTrainWin reminding you to Eat healthy, Train daily, and Win happiness."

Have fun and close the broadcast on an upbeat note so your viewers want to catch you live next time.



AFTER THE BROADCAST

*The more interaction you have with your viewers,
the better they will feel about your knowledge and compassion.*



RESPOND TO *Comments* ASAP

We all like to be seen and heard. So even if you responded live to a comment, go back and write a response. Not only will the original poster appreciate it, but other readers will benefit from your answer and see that you take the time to acknowledge your viewers.



EDIT AND REPURPOSE YOUR *Content*

Think of all the ways you can repurpose your content. You may...

- ☐ Add captions through FB
- ☐ Upload the video to your YouTube channel
- ☐ Publish the video on your website as a vlog
- ☐ Create a private membership site with your best teachings
- ☐ Have the video transcribed and turned into a blog
- ☐ Cut a one-minute clip and post to Instagram, Twitter, etc.
- ☐ Create quote graphics from some your best statements or lines
- ☐ Combine several videos into one longer training package
- ☐ Promote the FB Live to attract more followers



BROADCASTING EQUIPMENT

*If your broadcast quality sucks nobody will watch your videos.
A small investment in lighting and sound goes a long way!*



CAMERAS AND *TriPods*



\$197 - Logitech BRIO
4K Video Quality
[View Product Info](#)



\$19 - ARKON Phone Tripod
Easy On-The-Go Tripod
[View Product Info](#)



\$98 - ARKON Baker's Mount
Great for Cooking Videos
[View Product Info](#)





WIRELESS *Microphone*

The Rode Wireless Microphone is perfect for anyone who wants great sound without being tethered to their computer. If you have an iPhone with a lightning jack, then you will also need the lightning to 3.5 mm adapter below.



\$199 - Rode Wireless Go

[View Product Info](#)



**\$65 - Rode SmartLav
Microphone**

[View Product Info](#)



**\$14 - Rode SC3
TRRS to TRS Cable Adaptor**

[View Product Info](#)



**\$14 - Rode SC7
Connects to Headphone Jack**

[View Product Info](#)



**\$9 - Apple Lightning to
3.5 mm Headphone Jack**

[View Product Info](#)





SHINE BRIGHT WITH GREAT *Lighting*

The Diva Ring light is like botox in a bulb. It makes everyone look fantastic. If you can only afford one piece of equipment this is the one to buy. No doubt about it.

If you want to film professional looking videos at home, add the Viltrox Light Kit to help soften the light, reduce shadows, and make you look like the star you are! One of the coolest things about this setup is the remote control. You can now adjust your lighting on-the-spot and see how it looks on camera without asking another person for help.



**\$229 - Diva Ring Light
with 6' stand**
[View Product Info](#)



**\$229 - Viltrox Remote Control
Light Kit with stands and case**
[View Product Info](#)

SAMPLE SCRIPT FOR FREEBIE

This simple formula will help you deliver a great Broadcast that keeps your viewers engaged.

A good script does five things: 1) addresses the problem, 2) establishes the speaker as an expert, 3) reveals the free product, 4) explains the benefits, and 5) has a call to action.

Here's an example of a video I filmed for the registration page in one of my challenges:

Problem: *Are you a woman wanting to lose weight, have more energy and really feel good for life?*

Expert: *I'm Christie Miller, the healthy living architect, founder of EatTrainWin and a 31 pound weight loss success story.*

Freebie: *I just created a FREE 7-Day Clean Eating Challenge. In this week-long challenge, you'll discover how to create simple, healthy and delicious meals that will satisfy your cravings and increase your energy. And here's the cool part - you'll be able to confidently lose weight without ever feeling deprived.*

Benefits: *Based on my own experience, clean eating is the fastest, healthiest and most sustainable way to lose weight other than cutting off a limb which I don't suggest.*

Call to Action: *To join the FREE challenge, simply click the link in this post to register now.*

Using this simple formula makes script writing quick and easy.



CAN'T REMEMBER YOUR SCRIPT?

No worries ... I got ya covered with this teleprompter which can be used with a tablet, iPad, or even an old phone.



\$229 - Teleprompter for Tablets and Cell Phones

[View Product Info](#)



\$60 - Adjustable Tripod with level bubbles

[View Product Info](#)

The teleprompter sits on the tripod and your camera or phone is directly behind the screen. You'll be staring right into the camera while reading your script. You'll also need the teleprompter app.

I recently heard the Pages app for iPhone has a presenter's mode. I haven't tried it because iCue works great for me.



\$8 - iCue

[View Product Info](#)



FREE- Pages

[View Product Info](#)



TAKE IT UP A NOTCH

Poor wifi signals or a very distracting background can ruin a FB Live or pre-recorded video.

GET OFF THE WIFI

This power line has been a game changer for me and I no longer receive "your connection is unstable" messages when broadcasting on ZOOM or FB Live.

If your computer has a USB port, then order the black connector on the right. But if it has the new USB-C, then you'll need the middle one shown below.



\$35 - TP Link Powerline Ethernet Adapter
[View Product Info](#)



\$23 - USB 3.1 Type-C to 3 Port with Ethernet Adapter
[View Product Info](#)



\$15 - USB to Ethernet Adapter
[View Product Info](#)

MAKE IT PRETTY

With a green screen you can make any background look amazing! And you can have fun doing all sorts of silly things, too!



\$120 - Neewer Portable and Collapsible Green Screen
[View Product Info](#)





Christie Miller is the founder of EatTrainWin, best-selling author of *The Playlist for Life*, motivational speaker, healthy living expert and success coach. She coaches ambitious men and women to play to win in all aspects of their lives.

In her financial and legal careers, Christie climbed the ladders of success at the ultimate cost of her health and happiness. After losing her dad to complications related to workaholism, Christie left her legal career, lost 31 pounds, and found her true happiness — coaching.

While seeking mid-life badassery at the age of 44, Christie also had a brief career as a Los Angeles County Sheriff. Today Christie splits her time between business coaching and working with corporations and executive teams.

Christie enjoys a healthy, happy, and successful Southern California lifestyle with her husband of 30 years and her adorable black Labrador named Winnie. She combines her business and legal backgrounds, along with her certifications in nutrition, personal training, and life coaching to get results.

As a certified Jack Canfield Success Coach, Christie incorporates The Success Principles into her life, coaching, and speaking engagements.

Whether she's appearing on ABC, CBS, or NBC, you'll always find Christie walking the walk and talking the talk of health and happiness. Get ready, her winning attitude is contagious.

**For more information about working with Christie,
send an email to christie@ChristieMiller.com.**



Christie was featured by Wolfgang Puck as a healthy living expert, spoke at Harvard University, presented at various corporations including HP Inc., and was named as one of the 50 Best Online Coaches for Weight Loss.

Christie has been seen on

