

# Periscope Profit Power Cheat Sheet

- Be vulnerably, authentically YOU
  
- Have the Profile of a Periscope Pro
  - Add URL in your description
  - In your Profile Settings, make sure Autosave Broadcasts and User Follows are ON.
    - Saves broadcast to camera roll
    - Notifies you of followers so you can follow back
  
- Use a Short URL
  - .com only
  - NO two, to, too or 2
  - You can set the URL to forward to your website, Facebook page, etc.
    - [www.MyShortLink.com](http://www.MyShortLink.com)
  
- Give Valuable Content
  - 3-5 points
  - Have an outline
  - Relieve a pain point or provide pleasure
  - Show more than your face

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## □ Title

Use emojis

Use #hashtags

Catchy and relevant

## □ Announce Before Broadcast

Schedule countdown tweets

Post on Facebook

Tell people how to find you

Tell them to bring questions for chat

## □ Video Thumbnail

Whatever your back camera is pointed at will be the first thing people see AND will become the video thumbnail preview for your broadcast.

## □ Housekeeping - Give guidance to your audience

Who you are and URL

How long

What you'll be speaking about

What you want them to do

Please participate in the comments, save questions until end, etc

If you are enjoying tap screen to send hearts so I know this resonates with you

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- Be a Generous Host

  - Acknowledge people and get to know them,

    - People love a mention

    - Ask where they are from

  - At the end you might ask them to share their contact info

- Repeat Yourself

  - Repeat Housekeeping

  - People will come and go

  - They may not have heard it all the first time

- Have a Shadow or VA

  - Copy link from Twitter and post on your FB business page

  - Copy and paste url into scope chat every time you say it

  - Point out anything important you miss

- Ask

  - Ask them to share the broadcast

  - Ask for the sale, signup or other post-broadcast engagement

# Periscope Profit Power

## Cheat Sheet

- Post a Link to the Replay
  - Tell them it's available for a limited time
  - Only lives on Periscope for 24 hrs
  
- Attend Other Scopes and Be a Good Guest
  - Be strategic about who and when you watch
  - Participate and give hearts
  - Follow other viewers
  - Put host URL up for them