**Level 2 Lesson 10: Facebook LIVE**

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| **1. Description Content** |
| Welcome to the Lesson 10: Facebook LIVE!  As mentioned before, this is for those who want to incorporate one of the most famous and effective sales strategies in Laos into their business.  Let’s explore how to prepare for Facebook LIVE together. Shall we?  **Button:** Okay! |

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| **2. Description Content** |
| To prepare for Facebook LIVE, you will need the following resources and plans:  Human Resources:   * At least one person to help you answer comments and take note of orders   Equipment:   * A mobile phone that can shoot a clear recording video. * A tripod with a mobile phone holder. * If the place you LIVE is not well lit, you will need light source, usually a LED Ring. Some models come with a tripod that have a mobile phone holder in place as well. * If your mobile phone cannot detect good audio with its in-built mic, you will need to buy a small wire/wireless mic to attach to your collar and your phone. * A stable and fast internet connection. * A charger because LIVE drains a lot of battery, fast.   Plans:   * You need to determine your sales goals and sales items * Come up with a promotional plan. It is important, in the beginning, to engage your viewers and ask them to share your LIVE to their friends and other Facebook Groups. * Plan with your helper a way to record sales * Plan payment and delivery methods in case someone asks * Plan to describe the qualities of each product * Plan to answer questions about all the products you plan to sell * Plan the time of the day you will LIVE * Plan the sequence of your sales   This is some of the preparation you need to do before you can do successful and engaging Facebook LIVE sales.  Next, we will look at how best to prepare for all this.  **Button:** Next. |

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| **3. Description Content** |
| The best place to start your Facebook LIVE journey? Observing other professionals do LIVE, of course!  If you don’t know where to start your research, add yourself into one of the major selling groups in your area.  In case of Laos, add yourself to the Sokxay Facebook Group. They have people doing LIVE sales all the time.  What should you do once you are watching? Remember the lesson about studying your competitors. Use those observational skills here as well. These are the areas to observe:   * How do they talk? And how does it engage their audience? * How do they get viewers to help them share their LIVE to viewers’ friends? * How do they introduce their products? * How do they make their sales pitch and describe their products? * How do they call for orders, what code do they use, and who helps them to record sales? * What else do they say and do to attract new customers and retain the existing viewers?   Keep researching one LIVE merchant to the next until you find someone that has a style you like and closely study them.  Then? Practice makes perfect. Before you do LIVE, make sure you practice a few rounds with your business partner because in LIVE, you need to keep going and talk constantly about something to engage your audience.  Practice will help you to plan on how to fill the silence that might happen.  **Button:** Next. |

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| **4. Description Content** |
| To help you on your way, here are a few pitfalls to avoid and tricks that can use you the edge against your competition.   * Make sure your scene is set before you go LIVE. Items in the background should look appealing or interesting or help to enhance the details of your items via small screens that your viewers are using. The angle of the camera should be adjusted. * Fix your appearance before going live. Make sure you are happy with your hair or how your clothing sits before recording. If you look comfortable and confident right from the start, you will be a better representative for your product. * Looking into the camera is a good way to have your customers feel like you are talking directly to them. * Have a few light and funny stories ready for those moments that you can’t think of anything to say. * Your helper will be off camera, sometimes it is fun to involve them as you encourage people to ask questions, involve interesting person that will be answering questions “*Bunny is helping me out today, she will be helping me with my orders. Thanks Bunny!”, “Bunny has one of these <name the product> and she loves it!”, “What do you think Bunny, the red one or the black one? I bet you like the red one best. How about you folks, red or black? Maybe both?)* |

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| **5. Description Content** |
| Alright! This is it! The end of the road for Level 2 content, which are the result of collaboration between the National University of Laos, The Asia Foundation, and STELLA, a youth development social enterprise < [www.thestella.org](http://www.thestella.org) | [www.facebook.com/TheSTELLA](http://www.facebook.com/TheSTELLA) >.  We hope that you are enjoying ToolaKit.  If you have any questions or suggestions, please reach us at ToolaKit Facebook Page.  We would love your feedback and ideas for future lessons as well.  In the meanwhile, please help us spread the words about the ToolaKit App.  See you in Level 3. Until then, happy selling!  **Button:** End this lesson. |