



SPI 252

Live Video Streaming and the Data that Proves Its Worth with Michael Stelzner

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Pat: This is the Smart Passive Income podcast with Pat Flynn session number 252. Here we go.

Announcer: Welcome to the Smart Passive Income podcast where it's all about working hard now so you can sit back and reap the benefits later. Now your host, who says if you don't have haters you're not going big enough, Pat Flynn.

Pat: Hey. What's up everybody? Pat Flynn here. Thank you so much for joining me in this session of the Smart Passive Income podcast. Today I wanted to bring a great friend on the show, somebody who I've known for the last few years. He actually reached out to me to begin this relationship back in 2011 I want to say, or 2012 perhaps. He interviewed me in person at a live event about podcasting and what I was talking about at the event. Since then he and I have kept in close contact with each other. Not only that we're in a mastermind group together and have been for a couple of years now. The same mastermind group that I'm in with Cliff Ravenscraft, Leslie Samuel, Mark Mason, and Ray Edwards. It's just an amazing group and Mike always brings some generous amazing content to the mastermind group. He's doing the same for us today.

He is the CEO and founder of the most popular social media news site out there which is SocialMediaExaminer.com. Millions of views per month, hundreds of thousands of people on his email list. He's also the founder and creator of Social Media Marketing World which I know for those of you who have listened to the show before you've heard me talk about, because it's one of my favorite events. There's FinCon, which is up there, but Social Media Marketing World is 10 times the size of FinCon yet it is still so massively well run. It's cool because it's always, every single year, here in San Diego California which is both Mike and my hometown. It's happening next month which is really cool so if you want to check it out, SmartPassiveIncome.com/smmw. You can see me speak there, and we can hang out and chat, look out for my red and white backpack.

I didn't want to talk about Social Media Marketing World only today. I wanted to talk about something that is happening in the content

creation space, in the content marketing space. For those of us out there who are on social media you're probably seeing the trend, or maybe even are already a part of it, of live video. I've had live video on the show before, by that I mean we've talked about it. Chris Ducker and I, we introduced Periscope together back when that was hot. Periscope is still around; however, there are other entities taking it to the next level, spending a lot of money to really get their hands on and be at the forefront of live video. What I wanted to do is bring Mike on the show today because his superpowers are that he has special access to a lot of these things, a lot of people who are able to give him a lot of insider knowledge. He's able to get early access to things and really have a keen eye on what's happening in the industry.

Not only that he's doing, every single year he's done this, he's done these reports where he interviews and surveys thousands of marketers to ask them what they're using, what's working, what's not working, what are they going to use. He's coming at us with some really interested data related to live video too today. Let's get right into it. Let's talk about live video, why it's important, and how we are actually just at the beginning of this phase and what's coming next. Mike Stelzner, here he is.

Hey everybody. What's up? I'm so happy to welcome a great friend of mine and one of the most incredible people I know here who lives very near me in San Diego, California. That is Michael Stelzner, the founder of Social Media Examiner and the founder of Social Media Marketing World, which is one of my all time favorite conferences that I attend every year here in San Diego. Mike, welcome to the Smart Passive Income podcast. You're finally here.

Mike: Super awesome to be here Pat. Thanks for having me.

Pat: Absolutely. You've done so much with Social Media Examiner over the years, and that's really how you got started in the space, right? Was it with Social Media Examiner back in the day?

Mike: Yeah. It was about a little more than seven years ago.

Pat: Since then it's grown into probably the biggest brand out there that's talking about social media. It's turned into its own conference here in San Diego. We're going to talk more about the conference a little bit toward the end here. I'll be speaking there and we're going to talk about some of the other things that are going on there too. Right now I wanted to bring you on. I could have asked you about anything related to social media obviously, but the one thing that's big on my mind right now because I'm doing a lot more of it this year and I think we all have seen a lot more people doing it this year is live video. I would love to hear in your words why this is something we need to pay attention to. Before you answer that question let me tell you that I've had people come on the show and say, "This is the next hottest thing," or "This is the next big thing." Then sometimes those things they do progress and become something that's important that people integrate into their brands. Other times it's things that it was hot for a little bit and not anymore. Let's talk about live video. Why is this something that we should all be paying attention to right now?

Mike: I can come at this from so many different angles but first and foremost Facebook is spending millions upon millions of dollars to evangelize Facebook Live on buses, billboards in downtown cities, commercials. You probably have seen it everywhere. If Facebook is putting their own money behind evangelizing everyday consumers to go live on Facebook you know there must be a reason. That's the first thing. The second thing is Facebook recently just rolled out, and it won't be recent by the time of this recording, but they've rolled out a video. On the mobile app in the very bottom left hand corner is a video tab. Every time one of your friends goes live a little number ticks inside of that tab. This is a great discovery opportunity for anybody who is creating content and that is trying to build an audience. Again, Facebook's putting major major credence behind it.

Another reason to go live is it's just a great opportunity for you to develop your speaking skills. Anybody who's listening right now that wants to eventually speak on a stage somebody it's really an incredible way for you to become comfortable speaking in front of strangers or in front of a crowd. I think the most important reason

to use live video is it's the ease at which you can make content Pat. We all want to make content and it doesn't get any easier than just pushing a button and talking and/or interacting. There's also the community development side of it. A lot of people, no matter how big your tribe is, have an audience that wants to see and talk to live with you. This is the best way to do that because you can do it instantly from anywhere. I could go on and on Pat. Feel free to dig a little bit deeper but that's just off the top of my head

Pat: Yeah. I think a lot of people are starting to see that these videos are coming out. What's cool about them is that they aren't necessarily super highly produced. I think that's the one thing that scared a lot of people from video before, especially with things like Youtube where there are people who have access to a ton of equipment, amazing editing skills, or teams of people to help them with making their videos look great. On the other side the live video stuff it's like you said, it's just a click of a button and there you are. Very raw, very much with your audience. Live videos' been around for a while, right? I think it all started with what was it Meerkat back in was it 2015 or 2014?

Mike: It was 2015. As of the airing of this podcast it will be just shy of two years from when live video first came on the scene.

Pat: It was hot then because it was new but I think people are now realizing just how to integrate it into their brands. You've done that very well with Social Media Examiner. I think that's the big question: is this really something I need? Mike, can you convince people listening to this what they would be missing out on or losing if they weren't actually paying attention to this.

Mike: Well, let me come at this from a content angle. I think that everyone that is listening right now understands that if you want to be perceived as a leader in your industry, or you want your self to be someone who's perceived as a leader or your business, you must create content. There's really on three different types of context. There's the written word which is like blog posts. There's the spoken word which is like podcasts which we're listening to right

now. Then there's video. The hardest one typically, historically, to do has been video because it's scary. Normally people think that they have to have a script and they have to have a professional camera crew and everything. If you're not a writer but you can communicate pretty well--for example, all the podcasters that are listening right now--this is the excellent opportunity for you to create content in a new medium and in a way that is very comfortable for you.

The simplicity at which you can actually go live and the fact that it doesn't need to be completely professional. You don't need to have special lights, you don't have to be in an ideal location. You can frankly do it from anywhere that you have a decent internet connection. I think just allows us to begin creating content and getting comfortable with the fact of creating content. Now if I take it to the next level Pat, what can you do with that content? This is where it gets absolutely amazing. Our mutual friend Chalene Johnson she researches everyday topics that she's personally interested in. Then she goes live and she just talks about it with her audience and answers questions. First she starts with a little bit of a teaching session from what she's learned. Then she does Q&A.

When the recording is done her team actually takes that recording of that video and downloads that recording and makes it into a blog post. Then they edit it and they make it into a podcast. They take the transcript from it that was used to make the blog post and they create 120 different tweets that are designed to promote whatever aspects of it that they want. Then if they want to they can actually slice and dice this and create video units out of it. Chalene Johnson has basically made all of the content that she produced based on a live video performance.

Pat: That's insane. That's cool. I love Chalene. She's amazing and she always seems to be at the forefront of some of these new strategies that people are using. She's repurposing her live video content. What's cool about that along the lines of what you said earlier, you don't necessarily have to have a script. Here she is creating content and a lot of it driven by the questions that are coming in too, which at the same times show that she's interacting with the audience,

that she's personable with them, that she's actually listening to them. It just seems like the perfect solution.

Mike: She's creating her podcast out of it. The moral of the story is this could be the way that you could either repurpose content or you could use it as a testing ground with your audience to see whether you want to make a product, if you want to create a course of of this. You could just go there and you could break news like we do at Social Media Examiner or you could just do Q&As on various topics if you're thinking about writing a book and you can get live feedback from your audience. It's like with the push of button you have an audience.

Pat: Oh yeah.

Mike: With that audience you can do whatever you want and I think that's what's amazing, it's kind of a blue sky opportunity.

Pat: This as a tool for validation just seems amazing. A lot of people use webinars for validation of certain ideas that they have that they want to potentially turn into a product or something, or a book; but there's a lot of friction there. People have to register, then they have to get the emails to remind them, and then they have to go on there, download a software. Here it's all live on Facebook already.

Mike: You can even give a webinar. You can actually give a webinar live and you can share your screen. You can do a live demo. You can actually show software, how it works, literally live. It's pretty amazing. It's kind of endless when you start to think about it.

Pat: You can screen share on Facebook? Is that through your desktop?

Mike: You can screen share on any of these platforms, yeah. You can literally go live and we can get into the technical nuances now or later, but you could go live from your computer and you could pull up Keynote or PowerPoint and give a presentation and you could simulcast that to Periscope and Facebook simultaneously, and Youtube. All three of those platforms simultaneously; or you

could demo your product and you could actually show people how it works on your desktop live across the various channels simultaneously. It's pretty crazy when you start thinking about it.

Pat: Yeah. I'm imagining coming up with a project idea and coming up with an outline for maybe a course that I want to come out with. I can go live and share people what this outline's going to be. Maybe insides of the course or what it might look like, or maybe it's a physical product. I'd have a drawing of it that I could share or something and I can just see who is interested in this and get immediate feedback. There's a lot of cool things about this. If nobody comes to watch then maybe they weren't interested in that thing, but if they did-

Mike: You could do a pop-up sale too. You could literally say while we're live only we're going to have a special sale.

Pat: Oh man the possibilities are endless.

Mike: It's pretty crazy.

Pat: You had mentioned Facebook. Then now you'd mentioned Periscope.

Mike: Periscope, yup, and Youtube Live.

Pat: Youtube Live and Instagram has live video now. I think it's obvious that live video is the thing but how do you know where to start? Is it Facebook because it's the most popular, they're putting the most money into it or do you use all the platforms? How do you balance where to actually set things up?

Mike: Here's how I recommend this. I think what you want to do is assuming you know what you want to do then the question is where do you want to go. I would start with wherever you have the largest audience already. What's great about Periscope is it directly ties to your Twitter account. If you have a really large following on Twitter it would make a lot of sense to start with Periscope. If you have a

really large following on Facebook either your personal profile or your page, or even a group by the way you can broadcast into a group and you can also broadcast to an event, you can perhaps start there. If you have a really big channel on Youtube then you might want to start there and Instagram is an entirely different situation. Instagram Live as of this recording disappears when you're done. Unlike all the other ones that we mentioned when you're done with your live broadcast it turns into a video, and a lot of people need to understand that there's some long tail benefits on Youtube, Facebook, and Periscope. If someone misses the live they can watch the playback and it can go viral. Candace Payne, also known as Chewbacca Mom, is the perfect example of that. She was in her car at Kohl's and you know the story, right Pat? She put on this Chewbacca mask and the thing was seen by millions and millions of people after-

Pat: I cried from laughing so hard.

Mike: Yeah, but with Instagram that's not the case of this recording. They might change that but as of this recording it's only live when you're live and when you're done it disappears.

Pat: It makes me ask the question why don't they allow you to save it then? Why does it disappear?

Mike: I think they're trying to be like Snapchat. It's a little bit of this disposable content. I'm not sure Instagram wants long videos on stories. I think they want the playable stories to be the 15 second video that you concurrently record on Instagram, but there's lots of applications to going live on Instagram knowing it will never be seen again will allow you to get very creative. You might want to try something and then not have to worry about it ever coming back later. I saw Guy Kawasaki broadcasting from his house yesterday and showing of a skateboard in his house. He might not have done that on Facebook because maybe he didn't want the world to see his house, but maybe a small select crew who was there for that moment. The applications with Instagram could be sales, special sales or exclusive opportunities. When the users of Instagram know

that this is their only chance to see it, when it's live, it might be more desirable for them to watch it because they know they'll miss it forever if they don't watch it.

Pat: Guys you know what I love about when I talk to Mike? He has access to amazing amounts of data and insight. He's always at the forefront of what's happening in this space and he's got the data. I mean, they do a report every single year on Social Media Examiner surveying thousands and thousands of groups and companies on how they use social media, and what's hot, and what's working, and what's not. Share some of the data with us Mike related to live video.

Mike: Here's the deal. We surveyed 5,000 marketers and listen to this, this is crazy. We asked them what percentage of them are going to increase their live video activities in the next 12 months and actually surprisingly 50% of marketers said that they were going to increase their video activities in the next 12 months. Only 4% of marketers are actually using live video when we did this report. It's probably a little higher than 4% right now. The moral of the story is that this is the largest thing that we've ever seen in the history of doing our studies that's new because this is new. In the grand scheme of things live video is the newest phenomenon that marketers have seen in a long time. Snapchat is much older. This is a brand new form of media if you will, and the fact that 50% of marketers actually want to get in on this is huge.

I've said this before and I'll say it now, I believe that the next television stars, like the next Tonight Show host or future Saturday Night Live comedians are going to come out of live video. This is going to allow brand new kinds of consumable media, if you will. I also believe that actually this is a threat to television. You may not know this Pat but there's a lot of original programming that is being produced specifically for live video and a lot of programming that traditionally you would only see on television. Like Thursday Night NFL Football is also simulcast on Twitter which a lot of people don't realize. I think we're going to see future programming. Think of Netflix. If I told you 10 years ago that there were going to be major movies that were episodic and all delivered online in one swoop,

like House of Cards, you would have thought that was insane.

Pat: Yeah.

Mike: Sure enough they are. Imagine seeing House of Cards quality kind of media exclusively on live video. It's pretty crazy to think you could be watching major plays. You could be watching boxing matches exclusively instead of having to go buy a ticket. You could be in the front row of a major sporting event live, broadcast on live. Your mind starts bogging with all the possibilities.

Pat: Yeah. Then you add virtual reality on top of that, you're there live in your living.

Mike: Yeah, and we should mention Facebook now has live 360 degree video. They debuted that in December and they partnered with National Geographic. National Geographic had a TV show called Mars, and they went out into the desert in Utah and they did live 360 degree video experience. I think you're going to see pretty much the creative ideas start exploding in your head when you start thinking about 360 video.

Pat: Yeah. Is that something we should be worried about now or looking to get into as marketers and influencers?

Mike: No. I don't think so. The reason I say that is because I believe that the equipment is not there for the average consumer yet. You can buy something called a Ricoh Theta for like less than \$500 which is a 360 degree video camera. The problem is that to do really good 360 degree video you need ultra high definition video camera because your eye is only seeing a little part of the picture and it needs to look hi-res everywhere you look. The problem with ultra high definition capture devices is it's enormous storage problem. You're talking about potentially terabytes of data and you're talking about transmitting that somehow over the internet live. I just don't see that as coming to the average consumer anytime soon.

Pat: Yeah, one day. It's on my wishlist to be able to have a conference

where people are in their living rooms but they're actually in a big giant, amazing looking conference center where I'm onstage virtually with them. Anyway, let's talk-

Mike: By the way that's going to be here pretty much in 2017. It's just a question of big money is going to be behind it. Eventually it'll become more affordable for everyone.

Pat: Yeah. Imagine people who for example lead yoga sessions or meditation sessions, you can just have your students there with you as if they were with you in person.

Mike: Imagine future classrooms for major universities, right?

Pat: Oh absolutely. Yeah. I mean taking online education to a whole other level that's for sure. Let's talk about data in terms of results from live video. I still think people aren't necessarily convinced right now who are listening. Maybe they are and yes I think you all can see it happening, and more people and more companies spending money on it. In terms of ROI and getting results, meaning sales.

Mike: Why don't I tell you what we're doing with live video because this is a harder question to answer. There's not a lot of data out there that shows that you're going to get a direct return on investment from a live video, but if I told you what we're doing I think I can help you understand how it could work. Before I tell you what we're doing I will tell you that some people like Kim Garst have personally told me that she has gotten more sales from doing live video than any other medium. I also know that I had a previous guest named Holly Homer, I don't know if you know who she is on my podcast. Kids Activities Blog is her blog. She has a private Facebook group and in that private Facebook group they resell comfortable clothes for moms. I think it's called La Rouge or something like that. What they do is they actually order inventory of these clothes as a reseller. Then they go live on Facebook. In the chat window they're bidding and they want to buy these products. They have sold Pat I can't even tell you the number because I'm under a confidentiality but I can tell you it's monstrously big. Huge. Six digit sales that they've

been able to sell directly off of live video.

This is the upside of this; people when they are in a live audience whether they're virtual or physical historically are much more interested and much more engaged. If you have a little community and you can figure out a creative way to sell to them you can make enormous amounts of money. I will tell you this is very, very early days. In the grand scheme of live video we're like we were born yesterday kind of. Compare this to blogging which has been around for like 20 years or podcasting which has been around for what 12 years. This is so unbelievably in its infantile stage but we recently saw Facebook rolled out a feature that has a donate button inside Facebook live. It's specifically right now for nonprofit organizations. I was postulating on my live show that in a matter of months that donate button could be a buy button. Just imagine if Facebook decides to integrate a buy button into Live and you give a webinar and then someone clicks a button and Facebook already has all your financials. Then you can buy with the click of a button.

Pat: They'd probably take a small percentage.

Mike: I'm sure they would, yeah but I'd be more than willing to give it to them if it worked.

Pat: Oh yeah. Wow. That's crazy. I can't wait.

Mike: I haven't really answered your question. I have kind of told you where it's heading. I think we have to think of live video not as a way to make money but as a way to make content. I think it's a very important distinction and if you'll allow me I'll explain myself.

Pat: Please.

Mike: Social Media Examiner has a very large audience of well over a million people a month that reads our blog. We have 550,000 people on our email newsletter list, really big numbers. We go live every single week and we do a live show for 160 people on this platform that we use called Huzza. Then we simulcast that

to Youtube, Periscope, and Facebook. Then we get thousands of people watching on those various platforms but we know exactly how much time each person stays on each platform. The platform that they stay the most on is the main one that we broadcast from called Huza. Those 160 people that we broadcast to, which are the ones we care about the most. You might ask yourself why would you only broadcast to 160 people. Let's be honest the people on Facebook are watching for less than a minute. The people on Periscope are watching for three minutes and the Youtube people are not watching very long either when we're live.

The people on this other platform called Huza are there for an average of 39 minutes. It just so happens that these 160 people Pat happen to be highly influential people that have their own tribes. They come to our show every week to discover what's happening in the world of social media. Then they go and they share it with their tribes of millions upon millions of people. These people are some of the highest profile evangelists than we could ever have. They're our most loyal fanatical fans. I used to say that our podcast listeners were our biggest fans but now I know it's our live video crew. I have an audience of 160 people that spends 40 minutes a week with me every week eating every word that I say because I'm helping them make their jobs better. They're sharing my stuff with the world, they're coming to my conference.

They are exactly the people that we want but we don't just do it because of their influence. We also do this because my company, key people inside my company, come to that show, listen to what I'm talking about, and then we make decisions about articles that we're going to write for Social Media Examiner. Speakers we're going to have on our stage; who ought to be speaking inside of our membership society. It actually informs all the things that we do across the entire company. The reason we do it is to build a community and ultimately for me as the guy on the top of the spear to share my thoughts with this small group of people that is influencing all of the editorial that we make at Social Media Examiner, and all of the other stuff that we do. For us it's strategic. That's why we do it.

- Pat: That's awesome. Huzza was the technology you mentioned?
- Mike: Yes. Huzza.io.
- Pat: H-U-Z-Z-A?
- Mike: Yes. It's like Blab. Some people listening might remember Blab. Blab is not longer around. Huzza is like what we all wished Blab could be.
- Pat: What is it exactly?
- Mike: Huzza is a paid service, we're a \$49 a month customer. In our case we get 150 live viewer a month then it's 20 cents per viewer after that. What's cool about it is it allows to collect an email subscription just like Go to Webinar does. Then I can push those subscribers forward every week. Every week it automatically emails the email subscribers to my live show letting them know that my show's about to go live in 30 minutes, which allows me to have an automated system of promoting my live show. In addition it has a one click publish to Facebook feature Pat. With one click of a button everything that I do on Huzza can be simulcast over to Facebook.
- Pat: Oh, wow.
- Mike: I can screen share, full screen share, and I can have multiple guests. I can have up to six live faces on the screen at once. Our show is actually like what you'd expect to watch on CNN where we always have correspondents that come on the screen. We bring on guests whenever like Snapchat breaks we're bringing Carlos Gil on for example. We bring these guests on, our remote correspondents. We have our own staff on there and we produce this show. We've been doing it for over a year and it's a heck of a lot of a fun. It's just really cool because we can do stuff on there we can not do on Facebook, but we can simulcast it to Facebook.
- Pat: What are some of the things you can do? You said the screen sharing.

- Mike: Well, the full screen sharing you can't do on Facebook. The other thing is the chatting function is amazing. If you ever try to interact with people live on Facebook you probably know.
- Pat: It's hard.
- Mike: It's really hard. That's not the case on Huzza. You can tag anyone, you can scroll up and down. People can do all sorts of cool functions. There's a Q&A tab where people can actually leave questions and you can bring their questions up on the screen. They have Pantheon integration. Patreon I meant.
- Pat: Patreon, yeah.
- Mike: Patreon integration so you can take donations directly in there. This technology also is the same technology that Kickstarter Live is powered by. Anybody who has Kickstarter campaigns can actually go live from Kickstarter using Huzza. You just don't realize it's Huzza, they call it Kickstarter Live. It's really really cool tech. I love the fact that when you're done it will email you the video recording so you can download that if you want and repurpose that somewhere else. It's just really very very cool.
- Pat: If I were to start on that for example myself I would sign up and then go live. Then would I share that on Facebook as well? Share the link on Twitter, just email my list? Is it something that you could schedule ahead of time and people know it's there?
- Mike: Here's what you can do, here's what a lot of people can do, if you want to do any screen sharing or multi-guest you can't do either of those on Facebook right now. It's impossible. If you want to bring on a guest or you want to do any screen sharing you must use a third party tool like Huzza. It's the only way to do it. There is no easy way right now. You could use Wirecast which is a \$500 tool or you could use OBS.
- Pat: I've used Wirecast and it's still very buggy.
- Mike: Yeah. With this other tool, Huzza, you could very easily from your

desktop just go live and do everything using the Huzza interface. Right now to go live on Facebook you must use your mobile phone. If you want to do it from your desktop, and use your nice fancy camera, and your podcasting a speaker then this is the way to go. It doesn't require another computer, it doesn't require a technical middle person. Normally with Wirecast or Huzza you have to have some sort of person watching that channel and this is all integrated into one which I think is really cool.

Pat: Nice. When it comes to when you go live are you going live, or are you recommending people go live, in a show like format, same time every week kind of thing? I know a lot of people who whenever an idea pops up they just go live ad that's their strategy.

Mike: I think there's a little bit of both in our case. Every time breaking news comes out Eric Fischer on our social team goes live independently on all the major platforms that we have major followings on. Which is Instagram, Periscope/Twitter, and Facebook. He'll go live one at a time on each of those and talk about the news very briefly and then be done with it. That makes sense breaking news kind of stuff, in our case makes sense to go live. Occasionally we will do takeovers, which on Facebook you can do pretty easily. If you have a business manager you can give a business manager editor access to your Facebook page. They could go live on your Facebook page as if they were you. They could do live Q&A, we've done that before to promote Social Media Marketing World.

Just recently Facebook has rolled out scheduling on Facebook but it's currently only available for blue check mark verified pages. What that means is normally when you go live on Facebook it's interruptive marketing. Does that make sense? Nobody knows it's happening until it happens Pat. That's the benefit of using a tool like Huzza. They allow you to schedule it and then you can drive everyone to subscribe on Huzza. Then you can still go live on Facebook and on Huzza at the same time. You can tell everybody on Facebook "Come on over to Huzza" which is what we do, and we have a little link. We do have a weekly show every single week, every Friday at 8:00 am Pacific 11:00 eastern. We have found because we're a morning show it's a little harder for us to get

engagement on Facebook because in the morning on Facebook a lot of people are in transit to work. They're not going to watch a long show. We called it the Morning Social Media Marketing Talk Show so we don't want to have to rebrand it and we like the idea that we do it in the morning so we're just sticking with that.

Pat: Cool. Is Huzza something that if I share a link or I email people the register for that do they need to go to a webinar, download a software?

Mike: No, no, no it's browser based.

Pat: It's browser based, okay.

Mike: You can invite a guest right on the screen if you want to. You could say if anybody wants to come on and join me and boom with the click of a button they can come on.

Pat: That's pretty cool.

Mike: Just like Blab did in the old days.

Pat: I like it. I'm going to check them out for sure. Thank you for that. What are we missing in terms of the topic of live video? What else is exciting going on with that right now?

Mike: One thing to keep in mind if you're going to do a live show is understanding the different landscape. Like Instagram live is vertical video. You're going to want to have a really steady arm if you're going to go on there for any period of time because it does not work in landscape mode at all. That's very important to keep in mind. I think the ideal situation is really just to start with Facebook. Were you asking about where the tech was going or where were you going with that?

Pat: Anything we were missing in terms of tips and strategies for people who were going to be getting into live video.

Mike: I think in the beginning it's just a matter of going live and saying,

“Hey I’m experimenting with it.” That’s the best thing to do in the beginning but once you want to get a little bit more professional you’re going to want to get your audio quality up. The best way to do that is to get a RODE Lavalier microphone. I think they have one called iMic, or i something or another. I don’t know if you have one of those or not. They’re about \$69. They clip onto your shirt and they plug into your smartphone. It just allows your audio quality to improve. Another thing is you want to have your phone on airplane mode when you go live. To be honest if you get a phone call it’ll stop the broadcast.

Pat: That’s happened to me, yes.

Mike: You want to put it in airplane mode. The other thing you might want to do is watch your upload speed. You may want to do a speed test on Net Test. If you’re in a place where you have wi-fi you probably want to get as close to the router, or ideally plug into the wall via ethernet cable to make sure you have a really strong upload speed. You want at least a good 5 megabits per second upload speed because it’s all about the upload speed. What else can I tell you? I don’t think you need special cameras. I’m just using the ones that are built into my Macs and into my iPhone and I feel like it’s more than sufficient.

Lighting, lighting is also something really cool. If you want to go pro and you’re going to do it from a desktop you want to get some sort of desktop based lighting. A lot of times we are in offices where we don’t have a lot of light shining at our face normally because that bothers us when we look at the screen. If you’re on a laptop you might want to figure out a way to get either the windows open and get some light naturally coming through the windows to light your face up a little bit or maybe invest in some sort of a light that clips on or stands next to your monitor. Also a selfie stick can come in really handy when you’re out and about because your arm is eventually going to get tired. There’s just all sorts of little equipment that you can get.

Pat: Yeah. Cool. Thank you for that. I have a page on SPI when I was doing a lot more Periscope stuff that I had listed all the different

kinds of gear I was using. You mentioned one, the RODE Smart Lav which is the mike I use.

Mike: That's the one, yeah.

Pat: That's probably the most handy thing I've ever bought for recording while on the go. R-O-D-E, RODE Smart Lav, L-A-V. We'll put the links and everything in the show notes as we always do.

Mike: One other thing I think we should mention is copyright. This is very important. Facebook, if there's music playing in the background that is copyrighted music your broadcast will get deleted by Facebook. It's essential you understand this. If you're at an event and they're playing ... Mari Smith was at an event and they were playing Pink in the background and she was broadcasting live. When it was all over Facebook said, "Unless you can prove that you have a license to play the song from Pink we're going to delete your video and it was gone forever." You can not broadcast live when there's any copyrighted music playing in the background. You need to get somewhere where there's not because literally Facebook will kabosh it. I believe Periscope will probably do it too because they have a lot of advertisers that are in the media industry and they want to protect those copyrights. It's essential that you not broadcast any copyrighted music because it will end up hurting your broadcast.

Pat: That makes sense. I think they're protecting musicians and creatives out there who should get paid for their music when they get put on places like that. One thing that I've noticed with live video, I've done bits and pieces of it here. I will be doing more of it this year. I may have already done more of it since recording this now that we are well into 2017 now. The one thing that I've noticed more than anything in terms of results for me is the reach with live video. I was always taught to never take a Youtube link and post it onto Facebook. You're hardly going to get any reach there, so I was always uploading videos directly that were previously recorded into Facebook and getting a lot more results that way. Not there's tier level of live video. I think Chris Ducker the other day he posted exact numbers of him posting a live video, and doing that for a

while and showing the reach for that versus taking a video that was already recorded but still uploading it to Facebook. The numbers were astronomically different. The live video was getting much more reach. Not to mention a lot more engagement too. Is that typically the case?

Mike: Absolutely. Like I mentioned at the top of the interview Facebook is going out of their way to notify people and let them know about these live videos. When you are live you want to ask your audience to share it because that's absolutely essential. If I could share one little ninja thing that we're doing that I think a lot of people might find intriguing I would love to share it.

Pat: Yes.

Mike: We are going to be live broadcasting a replay of our podcast. Our podcast comes out every Friday and then what we're going to do is the following Wednesday we're going to be broadcasting a playback of the podcast with an animation behind it live on Periscope and on Facebook. It's going to be a live broadcast; we're going to be monitoring the Q&A while it's happening but the actual podcast itself is being repurposed into live video content. We're republishing a broadcast that was actually previously recorded. The way that we're doing that is specifically using Wirecast. It's really ninja but we're going to try it out and we're going to see whether or not we can actually grow our podcast listenership by re-broadcasting live playbacks of our shows.

Pat: When you say animation in the background what do you mean exactly?

Mike: We had some special graphics that are looping that are just going to be there in the background.

Pat: Oh I see.

Mike: There's a little bit of motion going on while people are listening.

Pat: That's cool. You could potentially take a presentation that you did at

one point in the past.

Mike: Yes and you could re-broadcast it live. Exactly.

Pat: Wow, that's really cool. That was a tool from Wirecast you said?

Mike: Yeah. You have to use Wirecast or OBS. Basically both those tools allow you to play video during a live broadcast.

Pat: Sweet. We will be [. . .

Mike: You're beginning to see the wheels turn, right? Imagine you've got this killer webinar and you decide to do a live broadcast on a playback of a webinar.

Pat: Oh man. Yeah the implications of that are pretty huge actually. You can play the video that you've already recorded but like you said you can be there live answering questions and communicating with people, stirring up that conversation, building community at the same time.

Mike: Absolutely.

Pat: Love it. Mike, a lot of things going on here with live video. I'm excited to see where it's going but thank you for all the heads up on all this, the great information, and the inspiration I think this is great for me personally too because I know that this is something that I can do very well at in my brand I just haven't really felt the need to. I think I don't want to be left behind at this point. It can integrate very nicely to everything I'm doing as you know. I wanted to discuss really quick Social Media Marketing World 2017 which is coming up later next month actually. Like I've told you before and I've told everyone else before, even before this episode, it's by far one of the best conferences out there in terms of how it's put on, the types of people that are there providing content, and the amazing networking opportunities as well. I want to first of all thank you for putting on the event. I know it's not easy task. Why don't you talk a little bit about who it's for. I think that's what people want to know.

Mike: 4,000 marketers, and I know that sounds crazy big but it is very very intimate. We go out of our way to make sure people have an amazing experience. It's really for anybody who wants to take their social media marketing or their content creation to the next level. One of the cool things that we've announced this year is our creator series. We have 40 sessions dedicated to creators. What does that mean? We have 10 sessions on podcasting where people can come and learn from people like Pat Flynn.

Pat: I'll be speaking.

Mike: Yeah, about how to create a killer podcast episode that gets lots of downloads. We've got 10 sessions on blogging, we've got 10 sessions on Youtube and vlogging, and 10 on live video production. These are all by creators, for creators. All of the top people in the entire world, like Cliff Ravenscraft is leading the podcast track. We've got Darren Rouse leading the blogging track. We've got Joel Kahn leading the live video track. We've got Tim Schmoyer who's a top Youtuber leading the Youtube track. That's just 40 of the sessions that we've got. On top of that we've got more than 120 total session on anything. If you want to master Instagram, you're really good at Facebook marketing but you know you want to master Snapchat or Instagram we've got all that. Then we also include Pat workshops at no added costs. We've got all these crazy workshops. For example if you want to know how to grow your email subscribers using email split testing and conversion rate optimization, or you want to know how to write copy that sell Ray Edward can teach you how to do that. We've got all these workshops included and we will provide the recordings to absolutely everything. It's pretty crazy.

Pat: Yeah it's awesome. Guys if you want to check it out my affiliate link, which is at no extra cost to you, SmartPassiveIncome.com/smmw. I will be there. Come by say hi, hang out with myself and several other people too. Is the opening party on the midway again?

Mike: Yes. Yeah.

Pat: Okay. That's the battleship that's here in San Diego. It's de-

commissioned.

Mike: Who does this right? Who takes over an aircraft area, right?

Pat: You do.

Mike: What's cool is we have retired military personnel. I don't know if you ever did this but the tour you into the belly of the ship. Did you ever get those little tours underneath the ship?

Pat: No because I was too busy networking and talking to everybody.

Mike: We have flight simulators. It's crazy. We even have a workshop called Networking for Introverts. If you actually are not really comfortable inside of crowds but you know that maybe your next mastermind group could be found here, or you know that there's people just like you that are going to be here we make it so easy for you to get out of your shell and have an amazing experience. Pat and I first met at a conference, and Pat has talked about this extensively on his podcast. When you go to conferences where there are great people, great speakers, and great attendees is when you can actually take your business and the relationships that come from that and take it to the next level. That's why Pat and I are friends, because we met at a conference.

Pat: Yeah. If you're there look out for my red and white backpack. It says, "Hello my name is Pat." Come say hi, don't be shy. Mike you're in there walking around the halls too. I think that's another cool thing you're not just in the back and saying, okay I'm done.

Mike: I'm very accessible.

Pat: You are. You are, which I love. You and Michael Hyatt are the two conference producers that I've seen that have been very involved with being in there with the crowd and I really love that. Thank you.

Mike: He'll be at the conference too.

Pat: Sweet. Awesome. SmartPassiveIncome.com/smmw for Social Media

Marketing World. Mike this was amazing information. Thank you so much. Very inspirational and actionable for myself as well. I know everybody who's listening to this is definitely going to enjoy it. Hopefully we'll see you at the conference.

Mike: You'll definitely see me there. Thanks for having me Pat. I really appreciate it.

Pat: Thanks. Appreciate you Mike. Take care. All right everybody. I hope you enjoyed that episode of the Smart Passive Income podcast. A lot of amazing resources and tips there from Mike. Thank you so much. Again you can find Mike and his website at SocialMediaExaminer.com. Please subscribe to his show too. It's really great on podcast. We didn't even touch on that but it's an amazing show. I highly recommend you subscribe to that. Also check out the event that's happening next month. If you want to make a trip to San Diego which is obviously always a really nice place to be, that's why I choose to live here. It's going to be an amazing event. 4,000 people who are all there to learn but not only that to network and be there for each other. It's going to be awesome. I look forward to seeing you there. I know a lot of you are already going so I'm looking forward to things like that and maybe a karaoke night as well, which often happens at these events.

Anyway looking forward to that. If you would like the affiliate link for Social Media Marketing World you can head on over to SmartPassiveIncome.com/smmw for Social Media Marketing World. Of course the easy thing to do is to go to the show notes link to get all the links and resources mentioned in this episode which is at SmartPassiveIncome.com/session252. I also want to thank today's sponsor which is Fresh Books. Fresh Books is an amazing tool that you can use to help manage your business finances. I use them quite often for invoicing for any coaching or consulting work that I do. It makes it really easy because I can in less than 30 seconds literally create an invoice. I highly recommend you check them out. That's actually not why they're sponsoring the show. They thought it would be cool and interesting to test the idea of having you learn about their affiliate program. You can actually promote Fresh Books too and honestly it's one of the easiest sales out there, especially if

you get familiar with the product because financial management in your business is something everybody needs.

If your audience is one who has people who invoice, or people who have income and expenses happening with their own businesses this is a pretty easy sale because Fresh Books is the tool out there for financial management in your business and what's really cool is for you they are doing double commissions. Typically if you sign somebody up through your affiliate link after you sign up you'll get \$55 per sale, but until April 30 you're going to get \$110 per sale. I would highly recommend you sign up for this special promotion for new Fresh Books affiliates. They actually just came out with a brand new look to their entire brand. This is really, really cool. You also get five bucks per lead which is kind of cool too. Check it out. There's 120 day cookie window which will give you access to people even if they don't make that decision right away. 120 days later if they buy within that time you'll still get the commission. Check them out. Sign up at FreshBooks.com/affiliates and make sure you enter SPI in the description box. Again, that's FreshBooks.com/affiliates and make sure to enter SPI.

I also want to thank today's sponsor which is Go Daddy. They're amazing. They're sponsoring the Smart Passive Income podcast here in the quarter of 2017. I'm super stoked because I've been using them for such a long time and they've really helped me with my mission for not just getting domain names of course, but everyone once in a while I'll just pop onto Go Daddy when I have a great idea or a new venture that I want to work on. I'll just get the domain name and reserve it which I think is a really smart thing to do because there's less and less available to us each and every day. I also use them to buy domain names to forward to different parts of my website. For a very cheap price I can have people go to my number one tutorial which is PodcastingTutorial.com, which lives on SmartPassiveIncome.com but the domain PodcastingTutorial.com is just so much easier to remember, to use, to type in, and to get to.

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to get 30% off new purchases with a few exceptions. Again that's GoDaddy.com code Smart30 for 30% off. Check it out. Thanks so much I appreciate you. If you haven't subscribed yet please do that. We have a great episode coming at you next week with a woman named Kelsey Baldwin. Oh my gosh, her story is just incredible. Many parts of it very sad but many great things coming out of her story. I look forward to sharing that with you, great success story. Until then take care. Thank you so much and maybe you'll see me on live video on Facebook. See you there. Cheers. Bye.

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