

30-day Facebook Live Video Challenge

1. What is the challenge?

- ☑ Record Facebook Live videos in the next 30 days.
- ☑ You can record as many videos as you want. The key idea is progress and improvement. I encourage you to do Facebook Live videos because they will be seen more AND they are the fastest and easiest to do.
- ☑ Simply log into your Facebook and push “go live”

2. Why should I do it?

- ☑ Improve your communication skills
- ☑ Increase your brand in your community
- ☑ Create the habit/pattern of communicating
- ☑ Fine tune your message for workshops, one on one’s, etc.
- ☑ Get testimonials in your office
- ☑ Get new patients
- ☑ Create content for future products (ebooks, etc.)
- ☑ You will experience more fulfillment

3. What kind of gear do I need?

- ☑ Smart phone
- ☑ External mic (IK Multimedia iRig Mic Lav compact lavalier microphone for smartphones and tablets)
- ☑ Tripod (any tripod)
- ☑ Access to the internet
- ☑ Smart phone tripod mount



- ☑ Facebook Business page(no limit). You can also record your Facebook live videos from your personal page.

4. How long should my videos be?

- ☑ Facebook live videos have a longer format 10 - 15 minutes
- ☑ Traditional pre-recorded videos are usually between 2 -5 minutes

5. How can you maximize your Facebook Live videos?

- ☑ Tell your FB followers in advance that you are going live
- ☑ Make sure you have a strong connection
- ☑ Write a compelling description
- ☑ Ask your viewers to subscribe to live notifications
- ☑ Engage with your viewers
- ☑ Always have a call to action (call the office, website, etc.)
- ☑ Share on all your pages
- ☑ Download the video
- ☑ Upload on youtube
- ☑ Send to your mailing list

5. What should I talk about?

Consistency is THE MOST important thing in video marketing, and in order to create consistency, you have to be able to create ongoing content. Here is what I've learned after recording thousands of videos...

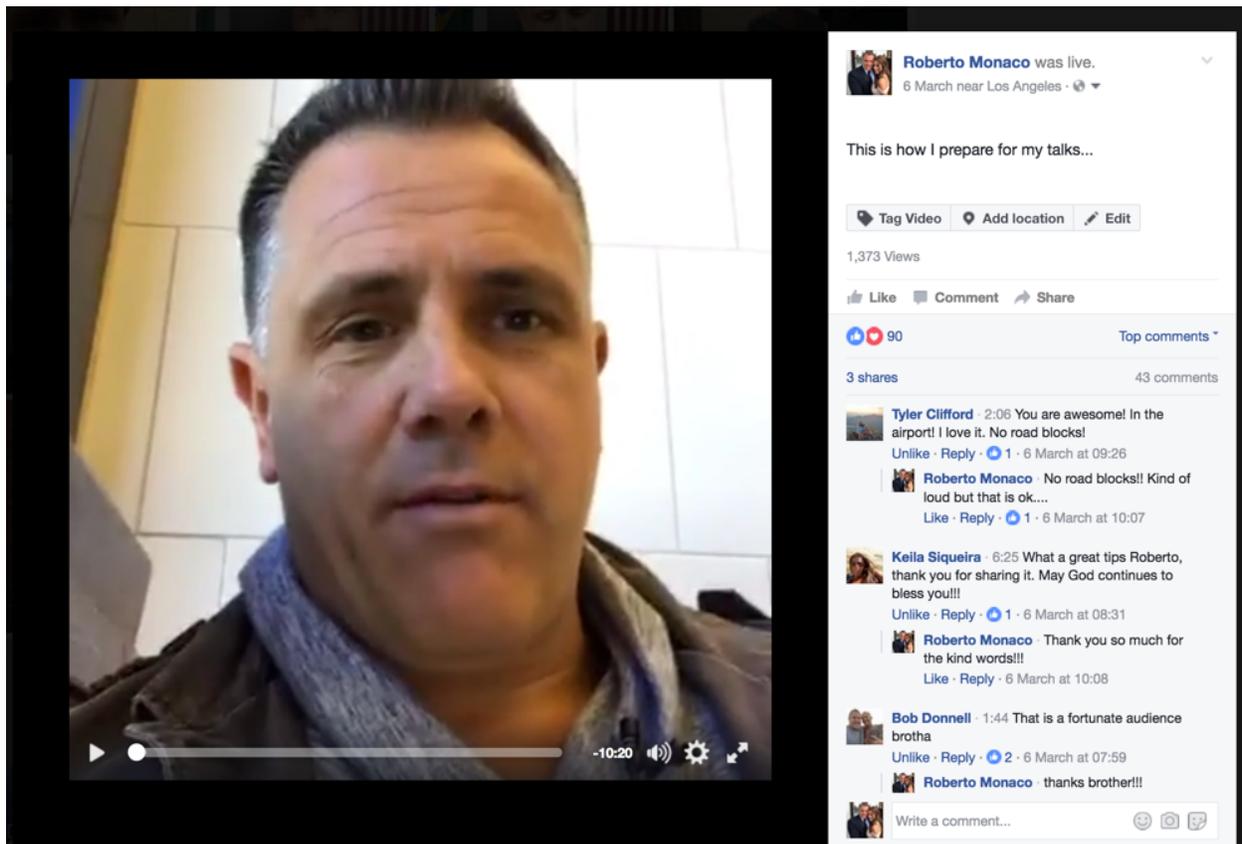
- Perfection is BS. Just start recording today and you will improve.
 - Sometimes you will feel like a “broken record”, talking about the same thing. If you feel like that, it's a sign that you are doing an amazing job.
 - Eventually you will really enjoy creating content, because you will realize it is about sharing the things you already do and believe.
 - You will dramatically increase your confidence and leadership.
 - These “content strategies” are very similar, but they will help you frame your message in a different way.
 - Some videos you will record will be a home-run, others will not be. Don't think in terms of one video, think in terms of market domination and getting your message out.
- ☑ **1. F.A.Q.:** the frequently asked questions that your patients ask you. For example:
- ☑ Can chiropractic help my migraines?
 - ☑ Why should I go to a chiropractor if I don't have pain?
 - ☑ Can kids be adjusted?
- ☑ **2. S.A.Q.:** the questions that your patients should ask you but don't. For example:

- ☑ How can I save money by going to a Chiropractor?
- ☑ Why should I use my chiropractor as my primary doctor?

☑ **3. Patient testimonials:** You can record a video with one of your patients where you ask questions and let them share their health breakthroughs.

☑ **4. How to:** how to videos are very popular. You teach your audience how to do/accomplish/overcome something. For example

- ☑ how to detox safely
- ☑ how to minimize your migraine
- ☑ how to sit correctly



- ✓ **5. Mistakes:** you share some mistakes that people do in the realm of health and wellness
 - ✓ the biggest mistake people make with their health is...
 - ✓ the 3 common mistakes people do when trying to alleviate pain are...

- ✓ **6. Public speaking:** you record live one of your Chiro or wellness talks. For example:
 - ✓ dinner with the doctor
 - ✓ stress talk, etc



☑️ 7. Radio , Tv appearances, tele-seminars and podcast:
You do a Facebook live while recording your show



Roberto Monaco was live.
14 March near San Diego · Edited · 🌐

10 tips to improve your presentations <http://www.influenceology.com/>

Tag Video Add location Edit

1,239 Views

Like Comment Share

77 Top comments

7 shares 37 comments

Joe Borio · 2:08 They are worth it!!! One presentation can pay for 10 years of coaching.
Unlike · Reply · 3 · 14 March at 11:02

Roberto Monaco · thanks brother!!! Miss you!!!
Like · Reply · 14 March at 11:34

Write a comment...



Roberto Monaco was live —
with **Craig Sewing** at **Ignite Now Media**.
on Thursday · 🌐

You are one presentation away from changing your life forever!
American Dream TV Show live! You are one presentation away from changing your life forever!

2,801 Views

Like Comment Share

213 Top comments

6 shares

Otto Janke · 8:53 YOU ARE the American Dream, have lived the American Dream, and help others to push their American Dream. Keep your fire lit mi amico.
Unlike · Reply · 3 · 27 April at 11:44

Roberto Monaco · thank you amigo!! Love you brother!!!
Like · Reply · 27 April at 12:08

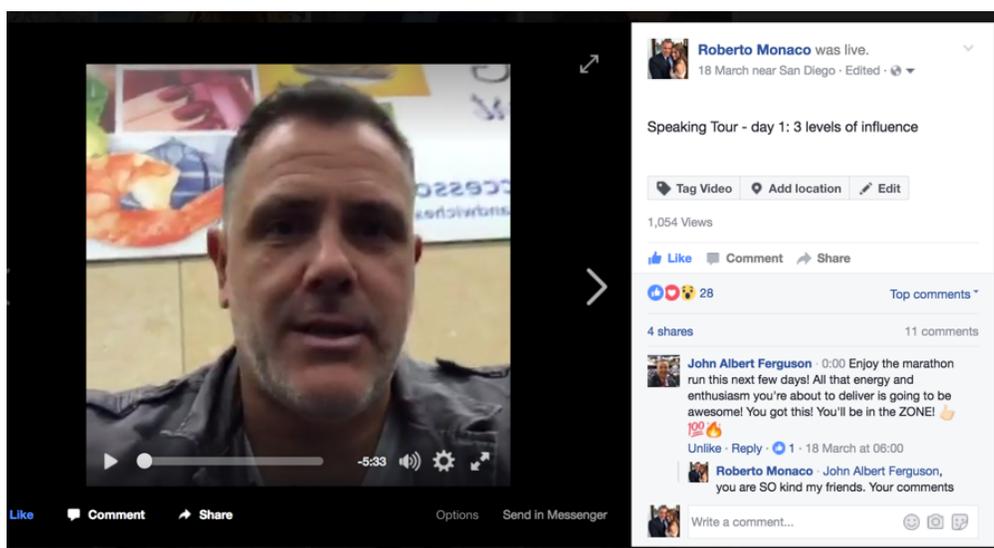
Write a comment...

- 8. Myths:** You can address some of the “myths” that people have about health. For example:
 - I am healthy if I feel good
 - I am healthy if I look good

- 9. Case Study:** it is very similar to a testimonial, but the patient does not have to be there. For example:
 - You can show pre and post X-rays. You do not reveal the name and profession so they stay anonymous.

- 10. Inspirational story:** you can share an inspirational story that has moved you

- 11. Road Trip:** you can take your audience on a journey with you. For example:
 - How to stay healthy during your vacation
 - Your trip to a health seminar
 - Speaking tour





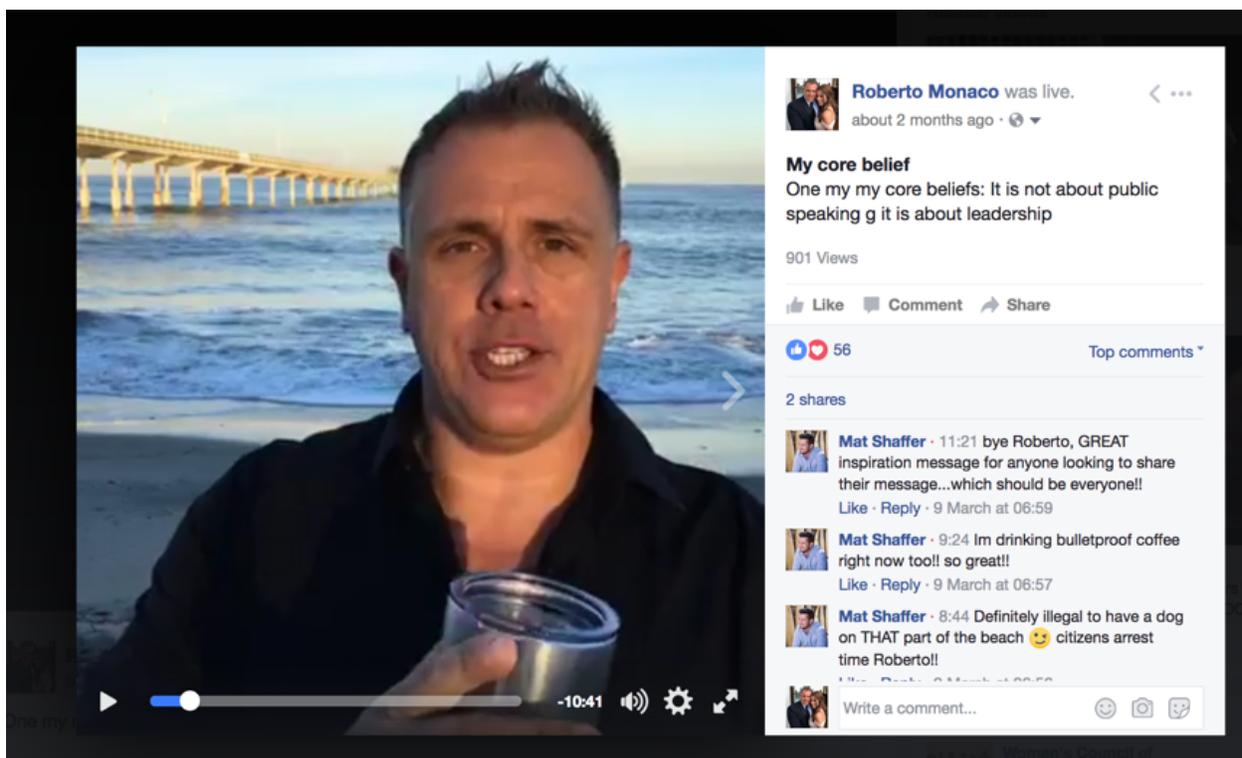
- 12. Industry Report:** you can summarize a brand new Chiropractic or health related study that just came out

- 13. Community Updates:** you talk about an upcoming event that you will be at:
 - Health fair
 - Trade show

- 14. Team Training:** you can record a team training, something that you are ok sharing with you audience
 - Answering the phone
 - Helping patients do warm up exercises

- 15. Book Review** You record a video doing a review of a book (s) that has impacted your business or personal life:
 - Health books
 - Business book

- ☑ Mindset/inspirational books
- ☑ **16. Contest videos** You record a video about a “contest” you are promoting. You can invite your patients, friends and community, etc. You define the rules.
 - ☑ Weight loss challenge
- ☑ **17. Core Beliefs:** you record a video sharing one of your “core beliefs” that guide you, your company, your brand, your philosophy. For example:
 - ☑ Your belief about Innate intelligence
 - ☑ Your belief about what health really is



- ☑ **18. Checklist videos:** You can develop a checklist and go over it with your audience
 - ☑ Unlimited health checklist
 - ☑ Awesome spine checklist

- ☑ **19. Analogy:** you can select one analogy/metaphor and explain how chiropractic works. For example:
 - ☑ Fire alarm
 - ☑ Computer and electricity
 - ☑ Light dimmer switch

- ☑ **20. Interviewee:** You can have someone interview you. For example:
 - ☑ Another doctor can interview you
 - ☑ A referral partner can interview you

- ☑ **21. Interviewer:** You can interview a patient or another health professional to share some insights with your audience. For example:
 - ☑ a coach that is your patient
 - ☑ a health professional that is aligned with you

- ☑ **22. Event highlights:** you can talk about the “highlights” of one your events
 - ☑ the highlights of our “7 keys to health”
 - ☑ the highlights of my latest technique training seminar

- ☑ **23. Current events:** you can talk about a current health event that you are passionate about. For example:
 - ☑ Steve Kerr - back issues

- Prince death - opioids

- 24. Holidays:** record a video celebrating a holiday that you are passionate about it
 - Veterans day
 - Easter
 - MLK day

- 25. Future Trends:** you can talk about the future trends in health care. For example:
 - Rising cost of insurance
 - Why prevention is the best health care

- 26. Pros and Cons:** you talk about the pros and cons of a specific activity, strategy, technique, etc. For example:
 - What is the pros and cons of pain killers
 - What is the pros and cons of massage

- 27. Do's and dont's:** You record a video discussing the do's and dont's of a specific service, technique, etc.
 - Exercising
 - Posture
 - Eating

- 28. Behind the scenes** You record a video sharing a “behind the scenes” look of your business, process, product, service, event, etc. The idea is to record a video sharing something that is usually out of public view.
 - Event promotion and preparation
 - Examining X-rays

- ☑ **29. True or false** You record a video playing the “true or false” game with your audience. You introduce a statement and you ask your audience “is this true or false”? For example”
 - ☑ 1 aspirin a day is good for your heart
 - ☑ Fats are bad for you

- ☑ **30 Acronym:** You create an acronym for a concept, idea, strategy or process that you want to educate your patients on. An acronym is the name for a word created from the first letters of each word in a series of words. For example CEO (Chief Executive Office), FBI (Federal Bureau of Investigation), FAQ (frequently asked questions), and "LOL" (laughing out loud). For example:
 - ☑ ADIO

- ☑ **32. Survey results:** You record a video revealing the results of a survey you conducted with your patients. In addition, you talk about what the results mean to you and how your audience can use this information.
 - ☑ For example if you survey your patients, you can say “70% of our patients who have been under care for over a year reported better sleep.”

- ☑ **31. Personal story:** you record a video answering the question “Why I became a Chiropractor”?

- ☑ **32. Branded Series:** you can develop a video series, for example:
 - ☑ 15-minutes of fuel by Dr. Zaino

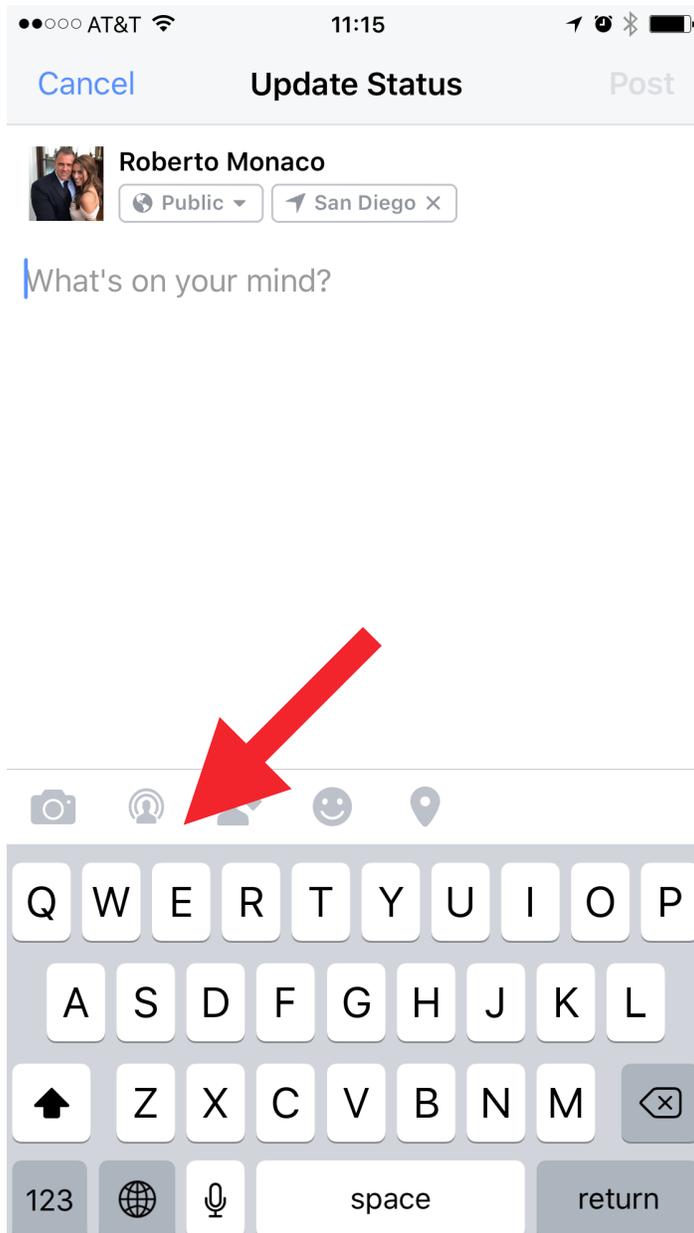
- ☑️ **33. Fun videos:** videos where you can share more about your life and your personality (not business related)
 - ☑️ Vacation
 - ☑️ Working out videos
 - ☑️ Baby announcements :)



- ☑️ **34. Host a live Q&A:** you can do a live Q&A answering any questions about health and wellness
 - ☑️ Live Q&A about nutrition
 - ☑️ Live Q&A about health issues
- ☑️ **35. Event Promotion:** record a video promoting an specific event and how it can help the audience
 - ☑️ Dinner with the doc
 - ☑️ Wellness talks

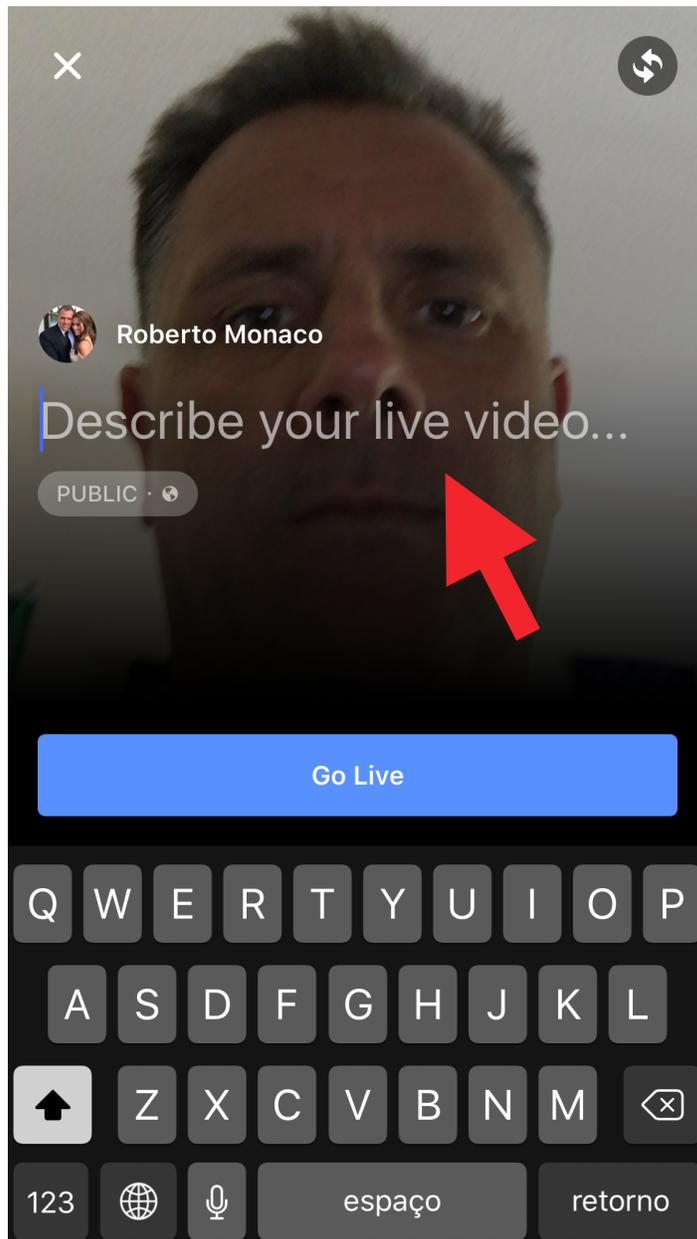
What is next?

1. Outline your first video (do not script)
 - It is super conversational
 - acknowledge people when they connect
 - have a call to action
2. Check your internet connection and log into your Facebook account (personal or business)

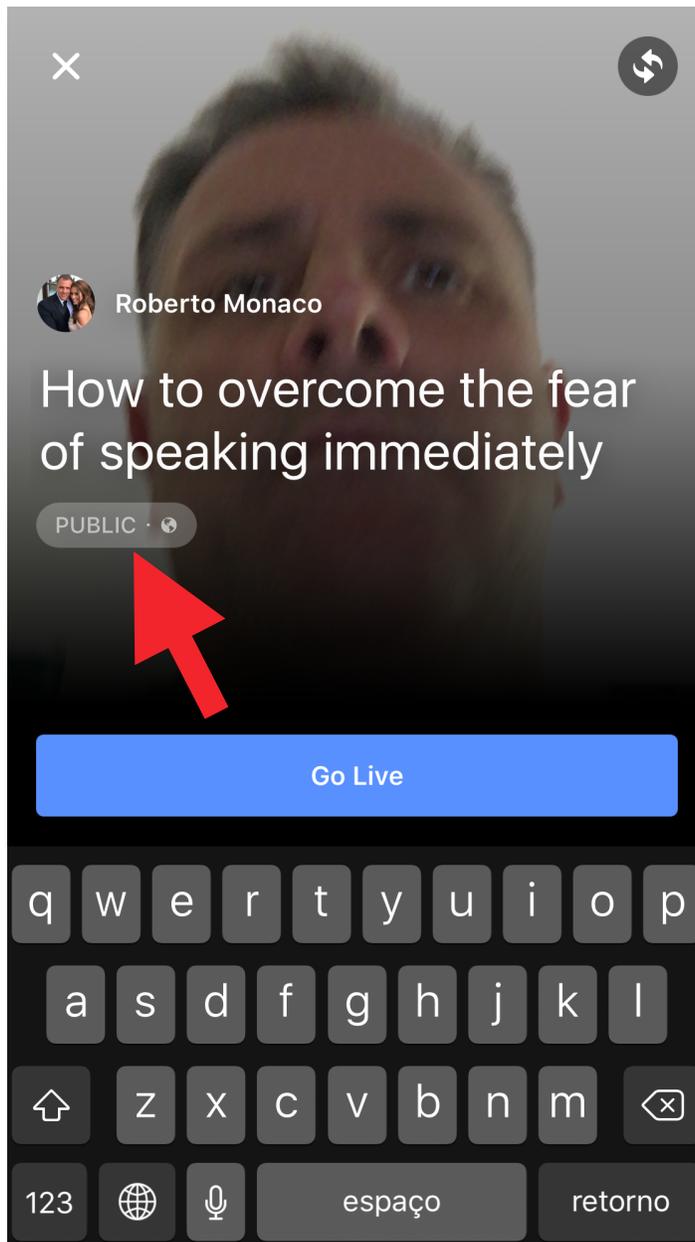


3. Click on the “live button”

4. Add a description



5. Make sure your post is public



6. Start recording

7. Share your video

 **Roberto Monaco** was live — with Craig Sewing at [Ignite Now Media](#).
27 April at 11:35 · San Diego · 

American Dream TV Show live! You are one presentation away from changing your life forever!

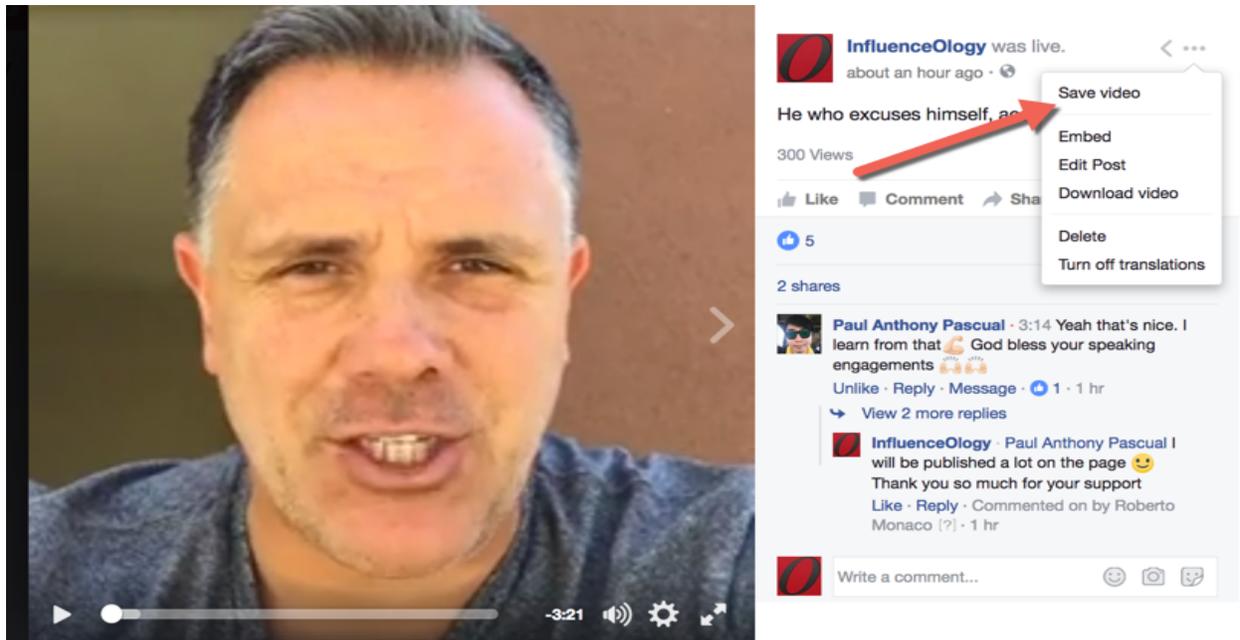


2.8k Views

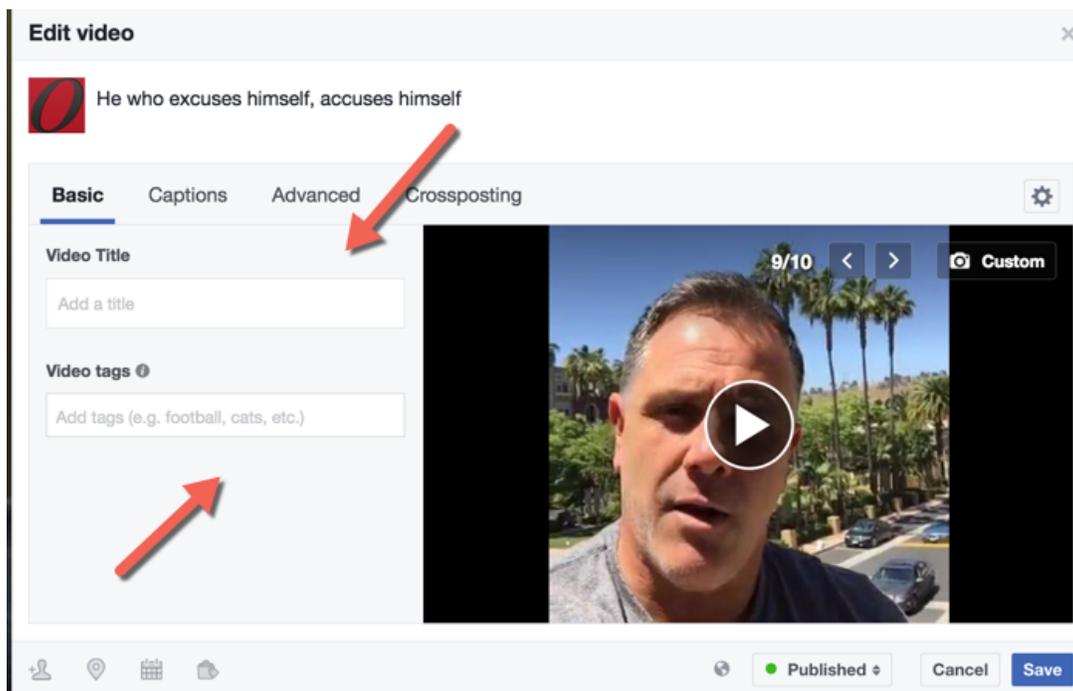
 Like  Comment  Share 

 Todd Royse, Oriana Wagoner and 212 others Top comments ▾

8. Save your video



9. If you use your business account, you can edit the video



10. Download your video and upload it to youtube so you can embed on your blog, Linkedin, etc.



11. Email your video to your mailing list (they can go see it at youtube or in your blog)
12. If you record a series, you can upload your video to www.speechpad.com, have it transcribed and develop an e-book (or book), later on.