

What is Periscope?

- Periscope is a Live Stream app like a mobile teleportation service
- Created by Kayvon Beykpour, Stanford University student/ co-founder Bernstein in 2014
- Sold to Twitter in March, 2015.
- It's growth from March to June went from zero to 10 million exceeding FB growth spurt.

Impact

- 1) On AppleTV- Millennials don't watch TV watch online
- 2) Connected with Facebook- Over a billion active users
- 3) Live Feed on Twitter- 33 million

What Periscope is not.

Periscope is not a Youtube talking head, or a place to sell or a place to be in authentic. You can't pretape it. Periscope is a chance for viewers to see the behind the scenes of your business, brand and life. The purpose is to get people to: TRUST, LIKE and RESPECT you.

Before You Scope

- 1) Don't be nervous. Shift attention from YOU to hosting a party or a community event.
- 2) You are not selling you are sharing.
- 3) Share your **natural gifts and talents**. Share behind the scenes, product demonstrations, information that will target market, focus group, showcase yourself as an expert.
- 4) Set up your **Twitter account**, put a photo, no one trusts an egg icon, carefully write your brief bio. Create a graphic banner on Canva (free templates to make graphics).
- 5) Set up your **Katch.me** account another fantastic company that actually saves your Scopes because Periscope deletes them after 24 hours. They feel news is only relevant in 24 hrs. You can also download videos on Katch, so you can repurpose them and post on Twitter.
- 6) Set up your **Periscope title** on notepad on your phone use Emoticons to get attention. It is the difference between your book on the shelf being in black and white or in color.
- 7) Be sure your Scope title has hashtags that will be searchable on Twitter so your target market can find you. Download my free Ebook www.DeborahDeras.com/score to understand Social Media strategy.

SCOPING MATERIALS:

- a) Get a TRIPOD or two.
- b) Get an extra Charger (Periscope drains your battery), Mophie.
- c) Get a microphone or headset to diffuse outside noise.
- d) Get a light, use Lumee case or go outside.
- e) Ideally, scope from a reliable WIFI network not 3G or 4G.

For questions, contact the LA SBDC to schedule an appointment with a marketing professional by phone at 1-866-588-SBDC or via the web at www.smallbizla.org

Special Thanks to Deborah Deras, Business Advisor with the SBDC hosted by El Camino for this content contribution.

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HOW TO SET UP PERISCOPE

- a) Download APP from your Apple Store or Play Store
 - i) Enable Microphone
 - ii) Don't Enable Notifications
 - iii) Enable Location (for each scope you can choose to enable or not)
 - iv) Upload a photo
 - v) Create your bio or it may grab it from Twitter, this is why I had you do that first.

Resources for Periscope Training: www.schoolofscope.com and Danielle Ford: 5 Day Scope Challenge: <http://bit.ly/1Qw1awE> or Kim Garst Periscope Training.

Scopers to Watch & Follow: Grace Smith, Deborah Deras, Alexa Rose Carlin, Alex Khan.

Post a Reminder Three Hours Before You Scope and a few minutes if you can.

During Your Scope

Be natural, be authentic, represent your brand

SCRIPT

- 1) Be sure on Secure Wifi
- 2) Copy and paste title of Scope in feed
- 3) Set your Camera to Face your Website or Business card
- 4) Have notes if you need them. I sometimes use post its.
- 5) Have your white board with website to drive traffic to your lead page.
- 6) Press enable Twitter on phone
- 7) Press all users can chat
- 8) Enable location if in public place not recommended if at home than people know the City you are in. Can be a privacy issue.

Warm Up:

1:30 (90 seconds)

Hello Replay ViewersHello Everyone.

If you are new to my scope: press 1 so I can welcome you.

If you are a returning member of our community. Welcome back. (Engagement tip: have your community name themselves). Gaga -Monsters. My group is: SynergyIgnited. Engagement tip2: Use inclusive language like we and us so people feel this is their channel so they will be avid fans.

If you have any questions you can contact me at dderas@elcamino.edu

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Engagement Tip: Say each person by there on screen CHAT name. This will keep them coming back. Especially Millennials appreciate shout outs and will leave if they don't feel they are included.

-Hi Unplugged, Hi Defuzer, Hi Nena, Hi Jumane. The more you connect with your audience the more likely you will have devoted followers, fans and eventually potential customers and even better brand ambassadors. Research shows Millennials will not buy because a brand says they should buy but will buy because a trusted blogger or friend tells them the product/service is worthy.

Welcome them to your scope and inform them what you do and why should they watch.
60 sec

Thank you for coming on #ScopewithDeb (name of my show) a community called, #SynergyIgnited (they came up with that name). The purpose of our scope at 11:11amPST is to align with the divine. For you to be inspired, empowered and transformed and to remember you are always in the right place at the right time with the right people to allow your divine talents, skills and abilities to be abundantly paid to do what you love.

CTA: (within first few minutes of your scope -30seconds)

Today, we are going to -----(tell them what the scope is about). Ask them to share with their followers on Periscope, Twitter and now FACEBOOK!!! (Warning: Facebook is competing with Periscope so does not play well with others and makes it difficult to leave Facebook to go to Periscope, so I don't recommend telling people to share on Facebook. You can share on your Facebook after however).

Introduce yourself-

15-30 seconds

My name is Deborah Deras, I am the founder of Synergy Unlimited. I am a motivational speaker, author consultant. I help small businesses increase their visibility through online platforms. If you would like to be on my mailing list for events you can go to www.SynergyIgnited.com Hold up a whiteboard sign or have a black board.

Hearts (put this in your own words). Hearts are social proof on Periscope the more you have the higher ranked you will be and the more you will get eyeballs on your Scope. Please don't beg for hearts but remind people playfully using your brand personality to show the LOVE. Robert Scoble, said, at the Periscope conference in San Francisco he hates live video streaming on other platforms because the hearts are so affirming.

If you like what I am saying or doing show me some love. We at Synergy Ignited do Merengue Hearts because I want to help you from getting Carpal Tunnel syndrome. Let me

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demonstrate. Try it, let me see if you get it. Yes, and just so you know that Periscope caps you at 500 so if you are loving the scope you can always go out and come back in to get a new 500.

Topic- Speak on your topic, product demo, behind the scenes

6-8 minutes

CTA- As you're wrapping up ask people to share because people can watch the replay. After Your Scope

Thank you: This is a critical piece. Thank your community for scoping with you. It will increase the likelihood they will follow you become fans and feel a bond with you because everyone wants to be appreciated.

I know you have many choices of where to SCOPE. Thank you for Scoping with Deb at Synergy Ignited. I will see you back here tomorrow at 11:11am PST to Align with the Divine. Don't take a smoke break take a scope break. #ScopewithDeb. (Let them know when your meet again)

CTA2: Here is your chance to SYNERGIZE ALL of your Social Platforms. Ask them to follow you on all of your active accounts.

Let's stay connected off Periscope. You can find me on Instagram, Facebook, Snapchat-DeborahDeras. (don't overwhelm them with 5 platforms, just give them two of your most content filled ones). You can join my Facebook group: SynergyIgnited so I can inspire you in between scopes. I also have a FREE EBook: 6 Steps to manifest faster and easier that you can download ASAP just go to www.SynergyIgnited.com check your spam or promotions sometimes the file ends up there.

Closing: This can be your company's tagline or whatever way you want to do your SIGN OFF as if you had a TV show, Podcast or Radio show. Whatever it is make it in alignment with your brand.

Remember, my SynergyIgnited friends, with the Power of SYNERGY, anything is possible. Bye, Ciao, Besos. See you soon.

Share Strategically on all of your Social Media platforms. Be sure to tailor your message to each audience. Every platform has a different audience. FB 35-55, Instagram 18-33, Snapchat 10-32.

Facebook: Screen Shot photo and put bit.ly link

Twitter: It is already shared but you can use a program called, <https://buffer.com/> to retweet multiple times with different descriptions throughout the week /

Instagram: You can use Funimate to capture a 15 second highlight of your scope to tease people to watch before it expires. One scope can give you tons of content for your instagram.

Blog: 1) Transcribe your scope.

You can use: www.rev.com or www.fiverr.com to transcribe you scope and create into a blog.

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2) Take embed code from KATCH and insert video in blog for a fantastic blog/vlog.

YOUTUBE: If you did an amazing SCOPE. You can edit right on your IPHONE (sorry not on Android that I know of) using, **CuteCut**.