



## Leverage Livestreaming to Build Your Brand: Start, Master, and Monetize Live Video (Paperback)

By Jennifer Quinn

Nyo Media Publishing, LLC, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In this fresh, informative, and instructional guide, Jennifer Quinn JennyQ guides you step by step on the exciting journey of internet video livestreaming, and teaches you how to leverage the new technology of livestreaming for your business. Drawing from her own in-the-trenches experience gained since the inception of livestreaming social media, conducting over 350 live interviews, and logging countless hours of live broadcasting time on Jennifer explains how to avoid classic beginner s mistakes, and leverage livestreaming like a pro in your very own live video internet broadcasts. With this book, you will be able to confidently answer such questions as: - What equipment do I need? -Can I get started with just my smartphone? -What background should I use? -How do I get viewers to take me seriously? -Which platform should I use: Facebook, Periscope, YouTube, Twitter or Instagram? -What if nobody shows up for my live broadcast? -What about replays of my broadcast? -What should I talk about? -How do I keep viewers interested? -What if I make a mistake? -Should I read from a script, or shoot from the hip?...



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