

35 LIVE VIDEO AND CONTENT IDEAS FOR GROWING ANY CHANNEL



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VIDEO IS THE FUTURE

First mobile was the future, then apps were the future. Now, you here more and more how video is the future and it is very difficult to argue the point. YouTube is changing and changing fast. People are watching YouTube who used to only watch cable TV. Facebook is adding their own channel system and coming onto the scene fast with pre-produced shows as WELL as LIVE video.

To the victor go the spoils and the victor is the one who creates CONSISTENT QUALITY VIDEO CONTENT.

THE POWER OF VIDEO

Why do I think video is so powerful? Because it is the closest anyone can get to meeting in person. We all know that the most powerful sales tool is an in person meeting. Apart from that, the closest second is a video and especially a live video.

This is why Webinars are one of the most powerful sales tools on Facebook and throughout the internet. Because they connect people via video so it feels as if you are right there in the room with the person presenting.

THE THREE STEPS TO GROWING YOUR AUDIENCE WITH VIDEO

There are three steps you need to take to grow your audience with video. If you do these three things you will make an impact. It may take time, but you WILL make an impact and you will see your audience grow.



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1. CREATE CONTENT

This is a no-brainer of sorts. You need to create content. Content will serve you on SO many levels.

1. **SEO** - Content if posted on your website and posted the right way will give Google many new entry points to your website that did not exist before allowing your site ranking to increase and your site traffic to increase.
2. **SOCIAL** - Creating content and posting it to your social networks will not only help you grow your networks and connections, but will help you connect with your people. The social network algorithms reward those who create new and quality content.
3. **PERSONAL BRANDING** - Today personal branding is more important than ever. Stats are showing that those who use their personal brand along with their company brand get more likes, shares and interaction off of their personal branding. People buy from PEOPLE, not COMPANIES. Creating content from your perspective allows PEOPLE to connect with you.

2. CREATE VALUABLE CONTENT

Not all content is created equally. The content you create should be quality content. Content that is inherently valuable. What does this mean?

I find the best way for me to determine if content is valuable is to put myself in the shoes of the person reading the content. Would I find this video, or blog valuable and interesting? Would it bore me? Would it knock my socks off?

Usually, this simple exercise will help answer so many questions. In today's world, NOBODY CARES about your business unless you give them a strong and solid reason to care.

3. CREATE CONSISTENTLY

You have to create consistently. You can't put out a video and then wait 2 months to put out your next video. You won't be rewarded by your audience and you won't be rewarded by the various platforms you post on.

For me, the vlogger Casey Neistat is the best example of this. Casey has been a



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film maker for years. He even had a YouTube channel with almost 500,000 subscribers. But, it wasn't until Casey committed to making a new video EVERY DAY did his channel blow up.

And, blow up it DID! In 1.5 years he went from 500,000 subscribers to 5 million! He sold his company to CNN for 20+ million dollars too!

That is the power of consistency. Do you think Casey would have been as famous if he just put a video out every few weeks?

4. STORY IS EVERYTHING

Stories connect with people. When you can, use stories to communicate. If you have a personal illustration you can share, share it!

From the beginning of the spoken word, stories have captivated the hearts and soles of everyone that has walked the earth. So, anytime you can make a point by telling a story (albeit a brief and concise one) do so!

Additionally, some of the topics in this guide might be better addressed by a guest. So, anytime you feel like you can bring someone in who can better address one of the topics, go for it!

5. MAKE IT EASY ON YOURSELF/ HAVE A PLAN

The best way to ensure you are creating enough solid quality content is to have a plan. I personally, have a simple studio I set up that I know I can go to at anytime and make a video. It takes the pressure off and allows me to worry about my content instead of worrying about where or how I am going to shoot.

Additionally, you want to be sure that you are able to crank out your content consistently.

This is where our FB LIVE IDEA GUIDE comes in! You won't ever be lacking with content ideas.

So, let's get to the ideas!!



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LIVE VIDEO IDEA GUIDE

To use this guide:

1. PICK AN IDEA FROM THE FOLLOWING LIST
2. WRITE DOWN NOTES IF NEEDED
3. MAKE YOUR VIDEO USING THE IDEA AND NOTES YOU HAVE CREATED.

ACCOMPLISH

Talk about a business or life accomplishment or goal you struggled to achieve. What led to the accomplishment? How did you accomplish the task? Were there any difficulties along the way? What did you learn from this particular accomplishment.

ADAPT

List and discuss 3 ways your product or service can help your clients or customers adapt to various situations.

ALWAYS BE CLOSING

Tell a story about a sale you closed. Do you consider it a failure or a success? Why? What was unique about it?

ANALYSIS

Do a quick Google search for news and trends surrounding your industry. Pick one article and analyze it for your audience.



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ANCHORS AWAY

What are your anchors in life or business? What do you hold on to? What keeps you grounded?

ANYWHERE

If you could live anywhere in the world, where would it be? Why would you live there? Ask your audience the same. How might it affect your work situation?

BALANCING ACT

How do you balance your family, work, home, etc. What are some of the challenges you face when balancing each of these? What do you do to ensure you preserve the vitality of your family or friend relationships while keeping your business going strong.

BARTER

Have you ever bartered for something in business? Why or why not? Tell the story!

BIZ IDEA GONE WRONG

Have you had a business idea that you eventually realized was NOT a good idea after all? Talk about it. What was your thought process? Why was it a failure? What would you do differently if you were to do it again? Was it the idea that was bad or was it the execution?

BUILT

What is something you built that you are proud of? This could be a business or it could be something you have made or built in your personal life. It could be a personal project. Maybe a hobby. It could just be something you did to take



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your mind off of your business. You could also just talk about a hobby in general and why and how that hobby helps you be productive.

CAPTURE THE FLAG

Talk about one successful method you have used to capture more influence and capture more customers. What have you tried and failed. What is a method you have not used yet, but would like to try?

CHART YOUR COURSE

What does it mean to chart one's course in your particular industry? What are the steps you have taken to get where you are now. What are steps you are taking to get to the next plateau? What do you do to set long range goals? If you struggle with this, read a book about the subject and share your thoughts from the book.

CHILD'S PLAY

Did you have a business of any sort when you were a child? What did you sell? How did it go? What did you learn from it?

COACHES CORNER

Story about a coach or teacher or other similar leader that had an impact on your life. How have you taken that impact and used it to impact others. Do you try to pay it forward in this respect? Do you have a story where you did pay it forward and it made a difference?

COLD CALLING

Have you ever had to make cold calls? When? What was the experience like. Are they still a part of your existence? Share tips with your audience.



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COMPARE AND CONTRAST

Compare how you do things with someone or another business (your competition for example) who does them differently. Do you think one method is better than the other? Why? What have you learned from your competition? What do you think they should have learned from you?

CONSTRUCT

Construct something on camera with legos, dominos, paper, etc. that represents a topic you are passionate about. Then talk about why that topic means so much to you. This one is just for fun. You can also draw something. Keep this video relatively short and make sure you use the power of story to communicate while you create.

CONSULT

Call someone up you trust and consult them on something that will connect with your audience. This could be a marketing or management technique or it could be related to something that is happening in your industry as of late.

CONTEMPO

Look up a quote or story from ANY famous figure and apply it to your business or life today. How does your life or business emulate that quote? What ways does it NOT connect with the quote?

CORRECTION

Take a fact or something often misunderstood about you and "correct it". I.e. People often think this about me.... However that is not the case. This could also have to do with your business or a common misconception about your industry as well.



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CORROBORATE

Choose an idea related to your business. Then, call up a contemporary and corroborate your point of view with them. Use the phone, Facetime, Skype or Zoom to record or broadcast the conversation. i.e. “Hey _____. I have found that lately, Facebook advertising has been more expensive for video ads. Have you noticed this to be the case?”

COUNSEL

Have an attorney? Get them some free press by setting up a video call and have them answer a pressing question related to your particular business.

COURAGEOUS

Talk about a time you had to be courageous OR a time you saw someone be courageous. What happened? What did you learn from that situation?

CREATION

Use your creativity. Whatever you can do.... Do it on camera... If you can, tell a story. If you can make a point, make a point. Otherwise, just have fun with it!

DECIPHER

Take an often misunderstood topic and break it down into simple terms for your audience.

DEMO

Show how to do something you are especially good at using screen capture software or a video.



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DESIGN FLOW

Design a flow chart showing one of your business processes. Show the flowchart to your audience and take questions.

DIFFERENTIATION

Show how your business is different than other businesses. What is your unique selling proposition? How did you come up with it?

EARN

Talk about your first job. What did you do? Was it a positive or negative experience? What did it teach you about earning money or running a business? Were there any lessons you learned that you have carried over into today?

EDUCATE

It's education today. Pick a topic that you know a good bit about and teach on that topic. Break it down into 3 different points. Don't worry if you feel like you don't have enough knowledge. This doesn't have to be an incredibly long video.

EFFECT

Talk about something you did positively or negatively that had a SIGNIFICANT effect on a person, a situation or your business. What would you do differently if you could go back and do it again?

ELEVATION

Today you are going to be elevating someone. Pick someone who you are greatly impressed with and talk about them on camera. You may need to get their permission first.



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ELIMINATE

For one day cut something out of your schedule. It could be caffeine, it could be your phone. It's like a mini fast. Talk about how it changed your situation and how you were able to respond?

ENCOURAGE

Select someone who works with you and encourage them on camera, but pick a specific topic they excel at or something you have learned from them (positively) Use this as an opportunity to teach while you encourage

ENDORSE

Pick a person or product that you are a fan of and endorse them today. Explain exactly why they are important to you and/or your business.

CONCLUSION

I hope you take each of these ideas/topics and use them to create content, whether LIVE videos, pre-recorded videos, blogs, vlogs, posts... Whatever you want to create!

I would love it if you would join our Facebook Group of entrepreneurs called Zero to Sixty Entrepreneurship. If you are interested in accelerating your business growth, this is the group for you.



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Plus, I will be challenging you daily to put out high quality content that will endear your audience to you, broaden your reach and make an impact that is long-lasting.



Keep the Traffic Flowing!

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