How to livestream and coach classes
for your studio

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With the spread of COVID-19 prompting non-essential businesses to put their operations on hold, you may be wondering how you can reach your community digitally. One option growing in popularity to help bridge the gap between organizations and their audiences today is livestreaming or videoconferencing.

If you don't have much experience with livestreaming, don't worry—it won't take too long before you're an expert and confident in your streaming skills.

Why you should host livestreams

Hosting regular livestreams to interact with your audience will help raise brand awareness, get more leads in the door, and increase interactions with your current customers.

Connect with your community in a more genuine way: Livestreaming gives you a chance to show there are real people behind your business.

Answer questions from your audience in real time: Livestreaming gives viewers the chance to ask their questions when they're the most interested and have your undivided attention.

Premiere an event to people when distance is a challenge: Livestreaming is a wonderful way to eliminate distance between you and your community, especially if they can't be there for in person.

Reveal industry-related developments: Livestreaming is also a way to help position yourself as an expert in your industry, as you can answer questions about a specific area or share news and announcements related to your profession.

Share a behind-the-scenes look at your business: Livestreaming gives your audience the opportunity to meet the people of your organization and get a behind-the-scenes look at daily operations.

Our guide to livestreaming
for beginners

What equipment do you need?

Here is everything you need to get started on livestreaming:

An internet-ready camera

You don't need an expensive camera for this, use your phone's camera or a webcam on your computer.

A tripod

Don't go handheld—keep your live stream steady for the entire duration.

A strong internet connection

You don't need an expensive camera for this, use your phone's camera or a webcam.

A powerbank

You can never have enough of a power supply when livestreaming, so make sure you have a topped-up powerbank accessible.

You don't need an expensive, elite set up to start livestreaming; many great tools out there are available at fairly affordable, making it an extremely accessible marketing strategy for any business.

What platforms can you livestream on?

There is no shortage of options available for streaming now, but it all depends on the type of livestream you are planning.

Social media

Great for content marketing and one-way streaming, social media streaming is an effortless way to connect with your community by going live.

Facebook: Not only does Facebook Live allow viewers to comment and react to the livestream in real time, but it can be used to fundraise for a specific cause, as hosts can add a button for viewers to donate if they wish. Because of this, it has become a strong tool for people and organizations to support causes or charities.
Here's a step-by step guide to livestreaming on Facebook.

Twitter: Twitter's livestreaming function also allows Periscope users to join in to watch, comment, and react to a stream as it goes live. Viewers can ask questions in the comments, which the host can answer.
Here's a step-by step guide to livestreaming on Twitter.

Instagram: With Instagram Live, users can save their stream as a highlight on their profile and allow other users to join in and broadcast from the same stream source. As well, they can respond to comments on the stream, and pin comments to the top.
Here's a step-by-step guide to livestreaming on Instagram.

YouTube: YouTube offers a range of live streaming options. You can do it using your webcam at a desktop or laptop or your smart phone, if you have 1,000+ subscribers.
Here's a step-by-step guide to livestreaming on YouTube.

Video conferencing

Perfect for two-way streaming, try out a video conference software such as Zoom, GoToMeeting, or Google Hangouts, for the streams where you want to encourage stronger viewer participation. These platforms allow two-way interaction, meaning that your attendees can interact with you during your private classes.

Zoom: One of the most popular choices for video conferencing, Zoom allows you to host private events with up to 100 people on the basic plan. You can also record your meetings for future reference.

Here's a step-by-step guide to livestreaming on Zoom.

GoToMeeting: This platform also offers metrics and analytics to help you draw conclusions after your webinars and events, making it a powerful marketing tool for connecting with your students.

Here's a step-by-step guide to livestreaming on GoToMeeting.

UberConference: A web-based conferencing platform, UberConference is currently extending their call length allowance, as well as allowing up to 50 participants to join your conference for free.

Here's a step-by-step guide to livestreaming on UberConference.

Google Hangouts: While up to 150 people can join a Google Hangout, video calls are limited to 25 people. Hangouts are a seamless option for people with Google accounts—plus, it's completely free.

Here's a step-by-step guide to livestreaming on Google Hangouts.

How do you promote your livestream?

Promotion of your stream should start a few days to a week before the scheduled stream. In social media posts, emails, and websites updates, be sure to mention:

✅ **Which platform you're using**
Whether you're planning on going live on social media or planning a small training session on a video conferencing application, let your community know the nature of the stream.

✅ **A link to where the stream will be hosted if available**
Many platforms allow you to stream at a static URL, so it never changes when you start a new stream.

✅ **The scheduled time and date**
Give specific details, including the time zone, and how long the stream will go on, if you can approximate.

✅ **The topic of the lesson**
Most importantly, let your community know not just what you'll be covering, but what they will gain from joining in.

Should you do a test of your livestream before the premiere?

Yes! Before your stream, you need to undergo a test run-through at least once to smooth out any wrinkles and troubleshoot problems before they happen live. Anything can go wrong, so test out all of the following:

Your Audio

Is the sound too loud, too quiet? Do you need to move closer or further away from the device you're using?

Your Visuals

Does the lighting look right? Is there an area of your space facing a window to allow for natural lighting?

Your Internet Connection

Is your signal strong, or is the stream buffering?

Your Viewer Interaction

Are the comments loading? Are the functions of the stream working correctly?

Wrapping up

Save the video to your video library

You can share the stream to members in the community who may have missed out.

Respond to any unanswered comments

Ensure you leave no call unanswered.

Ask for feedback

See if your team has comments and suggestions for the next stream.

Now that you've learned how to get started with livestreaming, it's time to get out there and set up your first event! We hope you have found this guide helpful, and are able to use these tips to host livestreams which will strengthen the connection you have with your community during a particularly challenging time.

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To learn more about how PerfectMind can help you visit

www.perfectmind.com or simply give us a **call 1-877-737-8030**.