



LIVESTREAM *Action Plan*

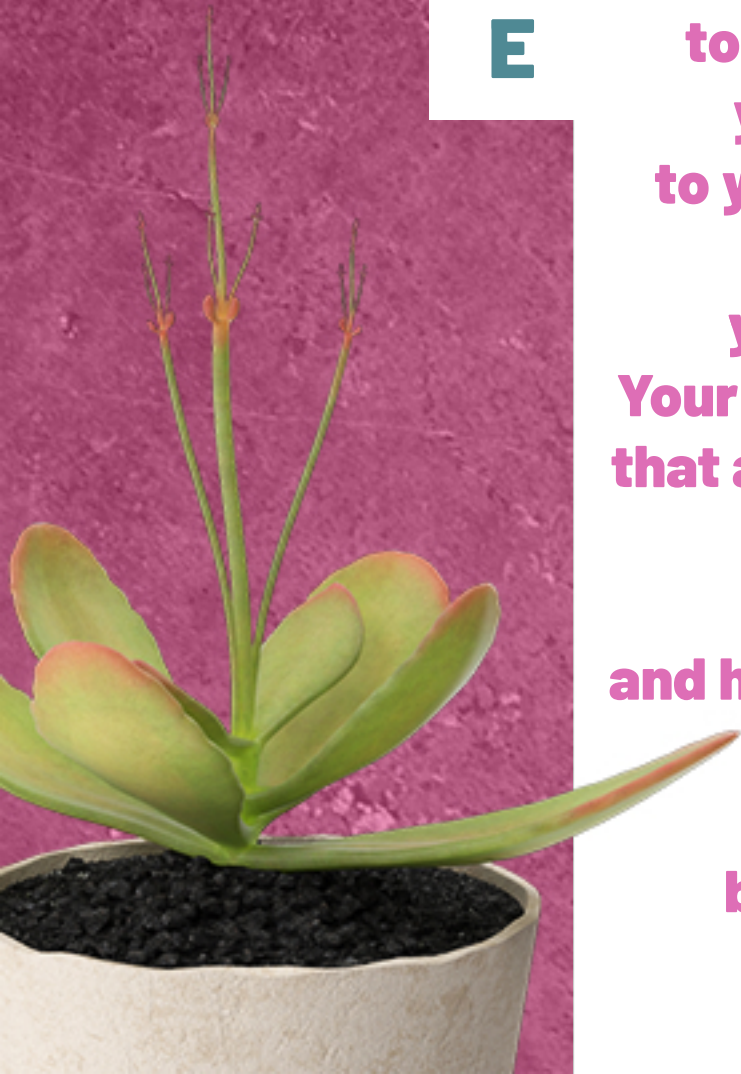
ASK ME ANYTHING

ACTION STRATEGY MARKETING PLAN

LIVESTREAM *Action Plan*

PURPOSE

An Ask Me Anything livestream is designed to get your viewers asking you questions relevant to your business specifically so you can educate your future customers. Your job is to look for questions that allow you to alleviate fears, guide people on how to work with you, and highlight how your business can make potential clients' lives better, easier, or faster.



LIVESTREAM *Action Plan*

ASK ME ANYTHING

ACTION PLAN

Title: Ask Me Anything (Live Q&A)

Caption: Have a question about [name of business] or how to use [product/service]? I'm going LIVE here on [Youtube/FB] on [day and time] to answer your questions!

We'll be chatting about [three big questions you get in your business that will help educate people on how to work with you/why they should] and more!

Join me for all the fun as I take you behind the scenes of [business] and show you how things really work around here for 20 minutes on [day]

Drop your questions early and I'll give them priority while I'm on air! AND if you can join me while I'm live, I have a special bonus for you!

LIVESTREAM *Action Plan*

ASK ME ANYTHING

EXAMPLE CAPTION **PRODUCT-BASED BUSINESS**

Have a question about SMFB Candles or how to use my new vanilla latte scented candle? I'm going LIVE here on Youtube on Tuesday at 4pm EST to answer your questions!

We'll be chatting about:

- *The best scents to give as wedding favors**
- *How to order in bulk to get a discount**
- *How to enter the monthly candle giveaway**

AND MORE!

Join me for all the fun as I take you behind the scenes of SMFB Candles and show you how things really work around here for 20 minutes on Tuesday.

Drop your questions early and I'll give them priority while I'm on air! AND if you can join me while I'm live, I have a special bonus for you!

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EXAMPLE CAPTION **SERVICE-BASED BUSINESS**

Have a question about virtual assistants or how what I do for my clients? I'm going LIVE here on Youtube on Tuesday at 4pm EST to answer your questions!

We'll be chatting about:

***What virtual tasks I handle**

***How I conduct meetings**

***The cheat sheets andd checklists I give clients to make their most of their time with me**

AND MORE!

Join me for all the fun as I take you behind the scenes of SMFB Virtual Assistant Industries and show you how things really work around here for 20 minutes on Tuesday.

Drop your questions early and I'll give them priority while I'm on air! AND if you can join me while I'm live, I have a special bonus for you!

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ASK ME ANYTHING

CONTENT TO ADDRESS

3-10 questions from followers

PRO TIP: Have 3-4 questions ready to go before the livestream. Use phrases like “A question I get a lot is...” or “I’m often asked...” or “Something that has come up recently is....”

This way, you’ll always have something to talk about until viewers join you—or if they don’t show up at all.

Have these prepared in advance and add the topics into your show agenda so you don’t have to search for them later.



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ASK ME ANYTHING

AGENDA CAPTIONS

Ask Me Anything (About [topic for AMA])

Your Name, title

Have a question?

Is this helpful? Hit SHARE now!

(website link)

(next live broadcast time and topic)

*****For an AMA, you'll have far less Agenda notes than usual because you're rotating through viewer questions for the majority of your livestream**

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ASK ME ANYTHING

PRE-MARKETING SWIPE FILE #1

PAIR THESE WITH YOUR MARKETING GRAPHICS

Ever wonder what a [job title] does during the day? I only show a small bit of my work life on social media, which means I tend to get a lot of questions about how much goes into creating [product/service].

To answer all those burning questions, I thought I'd take you on a 20-30 minute workday-tour with me this [date and time] on [location of livestream]

Come with your questions ready and see how I fit so much into my workday behind the scenes to make sure my clients are able to thrive when they use [product/service]

While you're here, tell me the three biggest things you do each day to grow your business and let's see if they match up (maybe we can swap productivity tips!)

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ASK ME ANYTHING

PRE-MARKETING SWIPE FILE #2

PAIR THESE WITH YOUR MARKETING GRAPHICS

Hey! Did you see that I'm doing the most terrifying thing in the world next week?

No, it's not (name something scary). I'm actually livestreaming on my (YT/FB) platform to answer questions on air.

Scary, isn't it?

Come watch and see if I still remember how to use the English language, if I drop my water while I'm on air, and if I'm savvy enough to answer all your questions in 20 minutes.

It's going to be a challenge, friends!

Actually, you could help me out—leave me a question or two early so I have something to chat about while I wait for the live viewers to join me??? Just drop them here and I'll screenshot them and share them on air with a special shout out for being on top of your game and getting your questions in early (because you're just that awesome!) Thanks a million!!

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ASK ME ANYTHING

POST-MARKETING SWIPE FILE #1

PAIR THESE WITH YOUR MARKETING GRAPHICS

Did you miss the LIVE Ask Me Anything?

If you did, you missed out on:

***question 1**

***question2**

***question3**

And wow did the answers to those help! I've heard some great feedback on the livestream—so much so that we might just have to do this AMA again next month! What do you think?

If there was one question you would love for me to answer, what would that question be? Hit me up and I'll save it for the next livestream!

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Day-In-The-Life

POST-MARKETING SWIPE FILE #2

PAIR THESE WITH YOUR MARKETING GRAPHICS

Did you know I spend up to [time frame] working [task] each day? It's one of the most important things I do in my business to help support my clients/students/fans.

Even though it takes a bit of time, I love working at it because [reason why it helps your clients.] This week, I gave a behind the scenes look at how I work on a livestream where I answered viewer questions—you can catch it on [Youtube/Facebook] to see the break down on how my day works and learn a few tips about how I fit everything else in too!

What's one thing in your daily routine that might not seem like a big deal but actually is?

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ASK ME ANYTHING

OBJECTIVES

TIME; 20-40 MINUTES

GUESTS; NONE

OVERLAYS; AMA OVERLAY, UPCOMING EVENTS

ON-SCREEN IMAGERY: PRE-ASKED QUESTION SCREEN SHOTS

MIC CHECK TIME; 5 MINUTES

SCHEDULE IN ADVANCE: 1-4 DAYS (ASK FOR QUESTIONS EARLY)