



BUILDING YOUR AUDIENCE W/ LIVE VIDEO

12 STEPS GOOGLE+ HANGOUT CHECKLIST WITH CASEY ZEMAN

C R E A T I V E L I V E

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PREPARING FOR THE HANGOUT

How to use this document: Use this as a checklist that will help you prepare for you hangouts. Once an Action is completed, mark the checkbox for that Action as done.

Each section has key Actions that need to be completed with a Comments column for taking notes.

TECH CHECK

Complete the following steps when preparing for a Tech Check. Tech Check is the process of making sure that all of your technical things are working and in place. It's best that you do this at least 2-4 weeks before.

DONE	ACTION	COMMENTS
<input type="checkbox"/>	Set Up Google+ Account	URL
<input type="checkbox"/>	Set Up YouTube Account	URL
<input type="checkbox"/>	Set Up Autoresponder Account	Insert name of list and/or autoresponder HTML code
<input type="checkbox"/>	Check Webcam	
<input type="checkbox"/>	Check Microphone	
<input type="checkbox"/>	Set Up Chat Service	Insert code here



COPYWRITING

This section focuses on the key information that you need for a great landing page. Regardless if you set up a Google+ event or use a regular web page, this information should be included.

DONE	ACTION	COMMENTS
<input type="checkbox"/>	Select Topic and Audience	
<input type="checkbox"/>	Write Headline (140 characters max)	
<input type="checkbox"/>	Write SubHeadline (140 characters max)	
<input type="checkbox"/>	Write Description of Event	
<input type="checkbox"/>	Include up to 4 Bullet points	
<input type="checkbox"/>	Create Presentation	
<input type="checkbox"/>	Create Video for Landing Page	
<input type="checkbox"/>	Create Handout	
<input type="checkbox"/>	Create Bonus	
<input type="checkbox"/>	Write Press Release	

SCHEDULING

Helpful checklist for planning when your hangout will occur.

DONE	ACTION	COMMENTS
<input type="checkbox"/>	Date	
<input type="checkbox"/>	Time	
<input type="checkbox"/>	One Time Event	
<input type="checkbox"/>	Recurring Event	
<input type="checkbox"/>	Practice Session	



PARTICIPANTS

This checklist helps you determine who will participate in your hangout. Keep in mind that some of the people on this list might be repetitive. The maximum number that you can have in a hangout is 10.

DONE	ACTION	COMMENTS
<input type="checkbox"/>	Organizer	
<input type="checkbox"/>	Presenter	
<input type="checkbox"/>	Comment Moderator	
<input type="checkbox"/>	Guest #1	
<input type="checkbox"/>	Guest #2	
<input type="checkbox"/>	Guest #3	
<input type="checkbox"/>	Guest #4	
<input type="checkbox"/>	Guest #5	
<input type="checkbox"/>	Guest #6	
<input type="checkbox"/>	Guest #7	
<input type="checkbox"/>	Guest #8	
<input type="checkbox"/>	Guest #9	



REGISTRATION

Want tips you can use to help get the word out about your hangout event, then use this checklist. Not all of these will apply. Use the ones that will help you connect with your target market. Use this checklist for planning when your hangout will occur.

DONE	ACTION	COMMENTS
<input type="checkbox"/>	Google+ Event	
<input type="checkbox"/>	Facebook Event	
<input type="checkbox"/>	Post on LinkedIn	
<input type="checkbox"/>	Twitter Invitation	
<input type="checkbox"/>	Pin Graphic on Pinterest (Link to Registration page)	
<input type="checkbox"/>	Create Landing Page	
<input type="checkbox"/>	Create Hangout Email Alerts	
<input type="checkbox"/>	Create Hangout SMS Alerts	
<input type="checkbox"/>	Create Hangout Voicemail Alerts	
<input type="checkbox"/>	Create Thank You Page	
<input type="checkbox"/>	Create LIVE Page	
<input type="checkbox"/>	Create Replay Page	



FOLLOW UP

Don't forget to follow up using this checklist after your hangout. It will help you to convert your Hangouts on Air video into an evergreen product.

DONE	ACTION	COMMENTS
<input type="checkbox"/>	Edit Video	
<input type="checkbox"/>	Optimize Video	
<input type="checkbox"/>	Download Video	
<input type="checkbox"/>	Syndicate Video	
<input type="checkbox"/>	Create Content Plan	
<input type="checkbox"/>	Write Press Release	

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