

FB Live Script Examples

Bringing Value to Your Audience

SHARE SOMETHING YOU'VE RECENTLY LEARNED AND IMPLEMENTED (AND IS WORKING WELL)

EXAMPLES:

Summarize a key takeaway from a book you read

Share a routine shift that's optimized your day

Share a resource, tool or piece of knowledge that's been helpful to you

Hey there!

I'm [insert name] and I [insert value articulator statement].

I wanted to hop on with you today to share something with you that's been a huge game-changer for me!

If you're joining me live, comment below! If you're catching the reply, comment replay.

I recently [tried something new, read a new book, tweaked a daily habit, etc.]. I did this because [insert reason for trying].

Before this recent [change, learned activity, new habit, etc.] I was feeling/experiencing [insert 3-5 feelings or attributes BEFORE the change occurred].

I knew that I needed to change something when/because [insert pivotal moment, story, or emotion that triggered the change].

I initially [struggled, didn't understand, or had challenges with this because _____], but I overcame it by [insert tips/tricks that helped you overcome the resistance to change].

Now, after implementing this change, I've [insert 3-5 successes or emotions that you've been experiencing since implementing, learning, or practicing this change].

This is just all TOO GOOD not to share with you all!

So, I want to encourage you to also [insert the action item they should take so they can experience similar successes]

And let me know how it goes! In the meantime, if you know someone that is also [insert struggle, knowledge gap, etc.] be sure to tag or share this video with them and like it if you received value from it!

Thank you for tuning in!

SHARE INFORMATION DIRECTLY RELATED TO YOUR EXPERTISE AND GIVE A QUICK WIN

EXAMPLES:

3 Ways to Build an Online Business

The #1 Mistake You're Making as a Coach

How Having Your Own Website Can Amplify Your Message

Hey there!

I'm [insert name] and I [insert value articulator statement].

If you've been struggling with [insert challenge your audience experiences] and you want to [insert the desired result] this message is for you today.

If you're joining me live, comment below! If you're catching the reply, comment replay.

This is [3 tips, the #1 mistake, 4 ways, etc] to [insert result/quick win].

[This is the body of the training that includes the step by step process for your audience and allows them to get very small, but mighty quick wins. The idea here is to get down to the micro-level and be clear and succinct. We don't want to change their life in 5 minutes, but rather give them something they can walk away and implement right away -- and see results!]

[Imagine your training is bullet points and you have just a few key topics to cover.]

If you know someone that is also [insert struggle, knowledge gap, etc.] be sure to tag or share this video with them and like it if you received value from it!

Thank you for tuning in!

Chat soon!

SHARE THE 'HOW TO' OR BEHIND THE SCENES OF SOMETHING YOU ACCOMPLISHED RECENTLY

EXAMPLES:

How I quit my 9-5

How I earned my way to six figures

How I got fit while being a busy mom, too

Hey there!

I'm [insert name] and I [insert value articulator statement].

I'm popping in today to share the exact process I went through to experience [result or win you achieved] and how you can, too!

And here's what's cool. I'm nothing special. So I know that if I can do this, you can too!

If you're joining me live, comment below! If you're catching the replay, comment replay.

If you're curious as to how you can [insert result] I want you to drop everything now and tune in.

[This is when you share your origin story. How you experienced something that gave you a wake-up call and ultimately led you to go through the transformation that you're sharing in this training. Keep this shorter -- 3-5 minutes max.]

[After you briefly share your origin story, go into the step by step or how-to of the desired transformation. Briefly cover the high-level points or steps that you walked through, but keep it very simple.]

Like I said, if I can do this, I know anyone can. It just requires [insert foundational element requirement for change -- it's usually a mindset shift].

And if you have more questions or want more information on [insert result], shoot me a message! I would love to connect.

Be sure to tag a friend that needed to hear this today!

Thanks for tuning in!