

PERISCOPE PROFITS

LEARN THE SECRETS OF GETTING BIG TRAFFIC WITH PERISCOPE!



Legal

No part of this publication may be, including but not limited to, reproduced, in any form or medium, stored in a data retrieval system or transmitted by or through any means, without prior written permission from the publisher. The information contained herein has been obtained from sources believed to be reliable at the time of publication. The opinions expressed herein are subject to change without notice.

The publisher disclaims all warranties as to the accuracy, completeness, or adequacy of such information. The publisher assumes no liability for errors, omissions, or inadequacies in the information contained herein or from the interpretations thereof. The publisher specifically disclaims any liability from the use or application of the information contained herein or from the interpretations thereof.

Table of Contents

Legal	2
Table of Contents	3
Introduction	6
Getting Started	7
Broadcasting a Scope	9
Before you Scope	10
Starting a Scope.....	11
Help! I Have No Viewers!.....	13
Getting Hearts	14
Getting Shares	14
Re-Introducing Yourself	15
Signing Off	15
Periscope Mistakes	16
Bad Titles	16
Bad Thumbnails	16
Dead Air	16
Promoting With Periscope	17
What to Promote	17
Scope Formats	19
More Periscope Tips.....	20

Conclusion.....	21
Resources	22

Introduction

You may be asking, “What the heck is Periscope?” You wouldn’t be alone. A lot of people haven’t even heard of it, yet. It’s still a relatively new service, but there are millions who have already jumped on board.

Periscope is a live broadcasting app available for Apple and Android devices. The app can be downloaded on the App Store or Google Play.

Periscope is owned by Twitter. They bought it for \$100 million in early 2015, and it was launched first on iOS in March and then on Android in May. It reached a million users just 10 days after launch, and within four months, it hit the 10 million user mark. Not bad for a brand new app!

Periscope has huge potential for business, because it has millions of users, but only a small percentage of those users actually broadcast anything. Most users only download the app to view other people’s broadcasts, which means there isn’t a lot of competition.

If you’re looking for a great way to bring in more traffic, you’ve found it. Periscope is huge, and it’s only likely to continue growing. Think Instagram, but with live video!

Ready to get started? Let’s go!

Getting Started

The first thing you'll need to do is download the Periscope app. It's available for iOS and Android, so point your phone to either app store and download the app to your phone. (You can also download it on your tablet, but it was made for phones, so the graphics won't look as good on a tablet.)

IMPORTANT NOTE: The iOS and Android apps have their icons located in different spots on the screen. I am using iOS, so you may have to look around a bit to find the icons you need on Android.

Once you have downloaded the app, you can either log in with an existing Twitter account, or sign up for a new Periscope account with your email or mobile phone number.

If you log in with Twitter, the app will then suggest some of the people you follow on Twitter who are also on Periscope so you can follow those people. It's a good idea to do this so you'll have some contacts when you get started. It will also ask you for a Periscope username, which can be different from your Twitter username, if you prefer.

At the bottom right of the app (on iOS), you'll see an icon that features three people. If you click that, it will help you find some people to follow. Follow as many people as you're interested in following, especially those who 'Scope in your field. Following people will help you get more followers.

If you logged in with Twitter, your basic information will already be loaded into Periscope. Your Twitter profile pic will become your Periscope profile picture. Your Twitter bio will become your Periscope bio. You can, of course, change this information by clicking the people icon at the bottom right, then clicking the single person icon at the top right. Then click “Edit” to upload your profile picture or change your bio.

You can use emoji (emoticons) in your bio, which helps draw attention to it. I’m not certain how much this helps, but using them in your bio and in your Periscope titles can potentially bring in more viewers/followers. Just don’t go overboard, or it will look spammy.

Broadcasting a Scope

Broadcasts are typically referred to as scopes. These scopes generally range from 5-30 minutes, but it's best to stick to the 10-minute range. Any shorter and you won't have enough time to grab a decent-sized audience, and any longer and you'll probably end up boring your audience.

You don't have to broadcast every day, but if you do so regularly, you'll gain a larger audience faster. It's not a good idea to broadcast more than a couple of times a day, because your followers may grow tired of seeing too many notifications, but if you don't broadcast on a fairly regular basis, they may not remember who you are when you finally do.

One thing to keep in mind is that the more often you scope, the faster you'll gain followers. When you're broadcasting, you can have it automatically post to Twitter for you, and you will show up on a list of live scopes in the app. This will help you gain followers during your broadcasts, especially if you use hash tags to help people find your scopes.

Broadcasts are only viewable for 24 hours after they're aired, but you can have the app automatically save them for you when you broadcast them. To do this, just visit your profile page and tap settings. Turn the slider beside "Autosave Broadcasts" to on. This will save your broadcasts to your camera roll so you can use them later.

OTHER

Preferred Languages

1 >

Autosave Broadcasts



Turn on to automatically save broadcasts to your Camera Roll.

Before you Scope

Before you get started, there are a few things you should do to make sure you get the most out of each scope you broadcast.

1. **Pick a Topic** – The first thing you must do for each scope is to pick a topic and stick to that topic during your scope. For example, you might decide to broadcast “Tips for Improving Your Golf Swing”. Try to stick to that topic and don’t veer too far off.
2. **Set Up a Good Thumbnail** – The thumbnail image is set when you first begin a scope, and it’s always taken with the **rear camera**. That means if you’re looking at the screen, it won’t take a picture of you, it will take a picture of whatever the rear camera is pointed at. This often leads to scope thumbnails being blurry photos of a messy desk or a floor. Don’t let this happen to you! Be sure you have chosen an interesting object related to your scope to focus on when you begin. In the case of a broadcast about golf, it might be a picture of your golf clubs or some golf balls. Because so many people have a really crappy thumbnail, a good one really helps you stand out.

- 3. Script the Scope** – While you don't have to stick to strict script, it's a very good idea to have a list of basic points you want to cover before you begin. This way you don't forget any important points or have any dead air time while you think of what else you'd like to say.

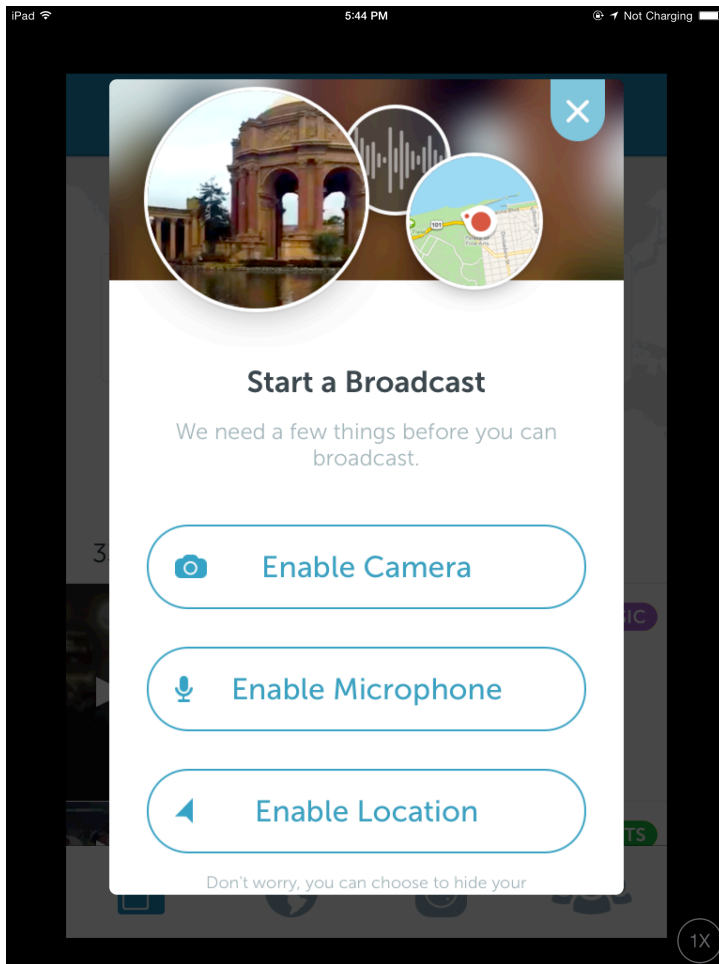
Starting a Scope

When you're ready to broadcast, press the button that looks like a camera lens with a red light on behind it. (Or it might look a bit like a top-down view of a clown with a big red nose and a shiny bald head.) Picture below in case you're confused like I was.

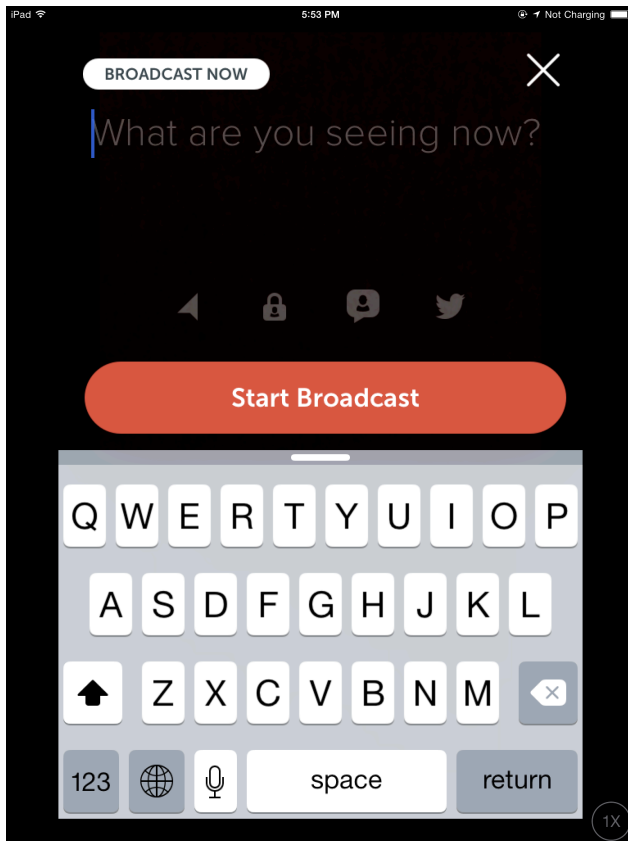


You'll need to enable a few things before broadcast begins. You will need to allow the app to access the camera and microphone, and then enable location services so the app can tell viewers where you're broadcasting from.

NOTE: You don't have to enable location if you'd prefer not to. The only thing this really helps with is if you're marketing a local business or it can help people find you if they're looking for scopes being broadcast from a particular area. (There's a map where people can look to find scopes in a specific place.)



Once you have enabled the camera and microphone (and location services if you choose to), you'll be prompted to enter a title for your scope in the section titled "What are you seeing now?" Remember, you can add emoji to your title. On iOS, simply click the little globe icon at the bottom of the keyboard to add emoji. Then click the red "Start Broadcast" button.



Help! I Have No Viewers!

Don't panic if you don't get any live viewers. Most scopes don't have many (or even any) live viewers, especially if you have very few followers and you don't tell anyone you're going to scope at a given time.

Most scopes get the majority of their views a few hours after broadcast, so keep that in mind. Plus, you can take the broadcasts that are saved to your camera roll and upload them to YouTube and other video sharing sites to get more views.

Getting Hearts

Hearts are the equivalent of “likes” on other networks, and the more hearts you get, the more followers you’re likely to get. People who view your profile and see a lot of hearts are more likely to follow you, because they’ll think you’re giving good content. The more hearts you have on a particular broadcast, the more viewers you’ll get.

Remember that not everyone knows how to give you a heart, so don’t be afraid to ask for hearts and tell people how to do it (by tapping the screen during your broadcast.) Users can actually tap the screen repeatedly to issue you more hearts, but they can only give up to 500 hearts per session. Once they’ve given all 500, they have to log out of your broadcast and come back to give more.

Just don’t ask too many times in a single broadcast for hearts or you’ll end up annoying people. Once every five minutes should be good enough. Never more than once every 2-3 minutes.

Getting Shares

Shares are also important on Periscope, and sharing a scope is pretty simple. On iOS, users must swipe RIGHT to share a scope. On Android, users must swipe UP. Again, you can ask for shares and tell people you’d love it if they shared your scope. You can also ask them to share your scope on Twitter, too.

Re-Introducing Yourself

Remember that some people may join you halfway through your scope, so it's a good idea to introduce yourself again at some point during the broadcast.

Just say something such as:

"For those of you who've just tuned in recently, I'm J.J. Smith, golf instructor at Hot Linx Golf in Dallas, Texas. I'd love it if you'd follow me on Periscope and Twitter for more great golf tips and product reviews! Thank you for all the hearts and shares!"

Signing Off

When you're ready to end your broadcast, you should be sure to give your viewers a strong call-to-action that gets them to do whatever it is you'd like them to do as a result of watching your scope.

Here's an example:

"Guys, it's time for me to end this scope. Thanks so much for watching, and I really hope you'll follow me here on Periscope and on Twitter, and visit my website www.hot-linx-golf-dallas.com for more great tips. While you're there, sign up for my newsletter. And please consider giving me hearts and shares if you like my content! Thanks again, and see you soon!"

Periscope Mistakes

Using Periscope is actually pretty simple, but there are a few mistakes new users might make that can hurt your efforts.

Bad Titles

Don't use short titles. Be sure you have at least 3-5 words in your title, and longer is usually better. Add a couple of emoji to draw attention.

Bad Thumbnails

Remember not to start your broadcast with a fuzzy picture of your floor or a messy desk. Have your camera pointed at something interesting that is related to the topic of your scope.

Dead Air

Dead air is always a killer, and it will stop people from following you and even cost you current followers. It's boring and frustrating for viewers. For this reason, know what you intend to talk about before you start.

Promoting With Periscope

One of the most important things you should do for promoting your business is to create what's known in the marketing world as an elevator pitch. This is basically just a statement that tells people a little about who you are and what you do. It also tells people how you can help them. (For example, you can make them a better golfer.)

Here's an example:

"Hell, I'm J.J. Smith, golf instructor at Hot Linx Golf in Dallas, Texas. I've been teaching some of the world's best pro golfers for over fifteen years, and I can help your golf game, too!"

This should typically be your intro whenever you start a scope, as well as a time or two during the broadcast. You could also include your website URL, or remind people to give you hearts, share your content, and follow you on Periscope and Twitter.

What to Promote

Generally, your audience isn't going to know who you are when you first get started on Periscope. They're not going to have any reason to trust you or believe what you say, so it's best to promote free offers such as a lead magnet report you give away via a squeeze page.

It's probably not a good idea to market any paid products through Periscope, at least in the beginning. Instead, promote your blog or your squeeze page. Once you get someone to opt-in to your list or see the content you're offering, you'll have many more chances to get them to buy something.

You can start promoting paid products occasionally when you've built a decent list of followers and you're built a good reputation with them.

Some other ideas to promote on your Periscope:

- ☐ Contests and giveaways
- ☐ Discounts, coupons, deals, promotions, sales
- ☐ Product launches

Scope Formats

There are a number of different formats you can use for your scopes. It could just be a candid, unscripted format, but you'd risk dead air or making mistakes. It's best to follow a specific format for each of your Periscopes (although you can certainly use a different format for each one) and to have a basic script created before you begin.

Interviews – Conduct an interview with an expert in your field.

Live Q&A – Hold sessions where viewers can ask you questions and you can answer them live.

Tips & Tricks – A daily or weekly tips and tricks session is helpful to users, and a good format for general broadcasts.

Tutorials – Tutorials that teach people how to do certain things are always a popular format. People love to learn new things.

Behind-the-Scenes – Going behind the scenes at industry events can attract a lot of viewers.

More Periscope Tips

To get the most out of your scopes, here are a few extra tips you can use.

YouTube

<http://www.YouTube.com>

YouTube, of course, has massive traffic—far more than Periscope. It would be foolish to ignore the potential. Since you're already making videos, anyway, you might as well upload them to YouTube. Once your videos are made, they're basically free traffic.

Katch

<http://www.katch.me>

When you choose to save your scopes to your camera roll, they will begin to take up space on your device. Videos are huge, and they'll eat up space very quickly.

But the service from Katch.me will link to your Periscope and Twitter accounts so they can be viewed on the Katch.me website. Whereas on Periscope, your videos only last 24 hours, they're permanently viewable on Katch.me.

Conclusion

Periscope is not only a fun app to use for learning new things and having a little enjoyment in your day. It's also a great way to promote your website or business.

With millions of registered users—a large portion of whom are regular users—the site has a built-in audience that is interested in pretty much anything you can think of.

It's not often that a new opportunity for easy promotion comes along, and when it does it typically becomes so competitive it becomes practically worthless for the average user. Only those users who have been around for a long time and have built large followings are able to get results.

Periscope, however, is not like this. At least not yet. You won't have a lot of competition, and there are tons of people ready to view your content.

If you've been looking for a great way to get more traffic to your website or offers, or more leads for your business, Periscope can be a great option. But you'd better get in now, while competition is still relatively low.

Good luck!

Resources

Here are links to the resources mentioned in the guide:

YouTube:

<http://www.YouTube.com>

Katch:

<http://www.katch.me>