10 Useful Pointers To Get You Started Streaming

1. What is streaming?

Streaming is basically broadcasting something in a continuous flow over the internet so that other people can watch and interact. You see it on many different platforms, notably YouTube, Facebook and Twitch.tv.

You can stream all sorts of things - Q&A calls, lessons, video game footage, sports....If you can capture it, you can stream it.

What this means for you as a business owner is that you can transmit information to your audience or customers in a format that is both accessible and engaging.

2. The options available to you

As mentioned, there are numerous streaming platforms to choose from. Some are free; others involve a fee. You're likely already familiar with Facebook Live. Zoom is another option, also letting you stream on Facebook. You can use Ecamm Live, YouTube, Twitch.tv, StreamYard and Open Broadcaster Software. Do your own research to choose the features that fit your need.

3. The three main elements of streaming

Streaming software - This is what sends the data. It's either a program you install on your computer, or some kind of web-based software that will control your microphone and camera, that will then allow you to send that data from your recording equipment over the web.

Hosting - Your data needs to be sent somewhere, a hosting platform. Examples are the aforementioned Facebook Live, YouTube Live, Instagram, Twitch.tv.

Display - Where are people going to watch your information? It might be on YouTube, on a Facebook page, on your Instagram account, on your Twitch channel.

4. How does it work?

A streaming hosting solution will usually provide you with a tool, or you might use a web page, or you might be given what's called a stream key. A stream key is a series of numbers that will allow you to connect to your own account. And with that, you can use anything you want, any kind of software.

A software that is widely used, especially by people who stream professionally, is

OBS, or Open Broadcaster Software. It's a hundred percent free, and powerful, letting you do a lot of different things and achieve that broadcast quality you usually see on TV. With OBS they give you a stream key that will allow you to connect to Facebook, YouTube and other platforms.

5. Live training inside a membership

One of the features of 10XPRO.io is that you can embed livestream inside a members' area, where you can have a chat pad and calls to action. This will also let you tag members in your emailing system when they show up to the call, meaning you can then run follow-up sequences. You can even, for example, display a button which members can click, when you mention something relevant.

6. Webinars

A webinar is just an event, basically, like a class or a presentation that's happening online, and it's usually live. You can broadcast a webinar in a public page, an option that is built in to 10XPRO.io. You can control the room and employ a number of tags, like, for example, who registered, who actually attended, who stayed till your offer, and so forth. This will let you send highly targeted follow-up emails and optimize the user experience with little effort.

Another advantage of webinars in 10XPRO is you can create an entire webinar campaign - pages, logic, tracking, etc. with a few clicks.

7. Hybrid material

With studio software, you can create content for streaming that is a combination of live and pre-recorded material. Start of live, for example, welcome the audience, then run a pre-recorded presentation. Then return at the end to address questions. This lets you combine a well-edited presentation with live interaction, enhancing the user experience. It's also a good method if you're nervous about presenting an entire webinar yourself, live.

8. Do it your way

Streaming is a medium for which you can determine your preferred style. Do you like being on camera? Do you prefer recording off-air? Is screenshare or screen recording your preference? As long as you're helping your audience, that's what matters. You can go as fancy as your resources allow, or you can keep it simple.

9. The tools you'll need

As far as equipment, a hundred-dollar investment in a decent microphone is worthwhile. In fact, USB microphones running from $39 to $129 will do the job. RODE USBs or Blue Yeti USB are the standard microphones that most people will use, and they're quite affordable. A USB headset with a boom mic can also deliver consistent sound.

If your laptop cam is not up to scratch, an external camera can be an improvement. Logitech C920 is probably the most-used webcam in the world right now, and the C922 is also very good.

10. Your backdrop counts

Pay attention to your backdrop. People will look at it and inevitably judge you for it. A bookshelf will make you seem smart while a mess will make you look disorganized. A seemingly superficial detail, but it matters.

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