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# Live Streaming Like A Boss

Presented By, Kia Williams

## Presenter Background

Kia Williams is an experienced master trainer, business consultant, and content creator. She has managed fitness and wellness programs and facilities across the country. Kia also hosts a successful fitness and business podcast called Fit and Fierce on the Mic.

Education:

MBA; University of Illinois

MS; University of North Texas



# Presentation Overview

The Fitness Industry is ever-evolving, and the future is **ONLINE**. Fitness classes and videos have more presence on social media and digital platforms than ever before and the consumer demand is not letting up. Learn simple broadcasting and production tricks and tips to improve your cueing for online fitness videos and improve your social media presence, instructor toolbox, and consumer experience. This lecture-based workshop is an exploration and examination of best practices and presentation skills for producing online and live streaming fitness video content.



# Objectives

- Tips on cueing for best online and live streaming video presentation
- Goals and challenges for online video production
- Effective strategies for filming and producing your own videos for online consumption
- Key components of successful online viewer engagement and retention
- Increase online production value and marketability
- Improve multimedia and communications skills



# Live Streaming

Potential Reach

Potential Revenue Stream

Potential Discovery



# Social Technologies

## Multimedia approach to fitness

- Zoom
- Skype
- Facebook Live/FB Groups
- Instagram Live
- Replays/Sharing/Reposting/Watermarks/Legalities
- Youtube
- Content Library
- Podcast and Radio



# Genuine and Authentic Connections

Cueing for LIVE stream video is not the same as cueing in a live in-person class.

1. Know your target audience; their love language, their ticks, their general viewpoints, and what they could be doing at the time they're watching you. What's cringeworthy and not.
  - Cueing to people not in the flesh
    - Choose words wisely. Simplify and consolidate. Say Less
    - Cueing the distance
    - Cue the move first
    - Describe goals, feelings, expectations, form and alignment
    - Anticipatory Cues
  - Foundational Cueing
    - Directional challenges
    - Landmark challenges
    - Mirror imaging
    - Types of learners: Visual, Auditory, Kinesthetic
    - Repetition
    - Exploring vocabulary. Visualizations
    - Previews





# Visual Storytelling and Videography

- Staging and Backgrounds
- Video Continuity
- Camera Setup
- Audio Notes (Vocals, Tone and Pitch)
- Your performance must be BIG!
- Wodrobe
- Makeup
- Music!



# Tools

Computer, Tablets, Smartphones, Digital Cameras

Lights (3-point Lighting) vs. Ring Lights

Mics

Television

Ethernet Cords

Chargers

Video editing Tools and Tips (Popular Software)



# Zoom Walkthrough

Audio Setup

Music Feeders

Multi-camera Setup

Participant Admittance (Waiting rooms, passwords, Zoom fails)

Chat Box!





# Closing

Build confidence and trust around your service offerings, by reaching and WOWING your customer.

→ **Remember the Opportunities of Social Technologies and Virtual Communication**

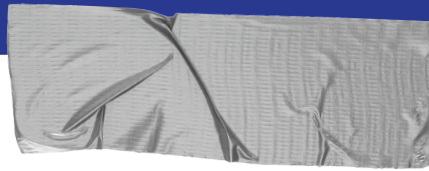
Make the customer feel appreciated and value you

→ **Value-Based Experience**

From Basic to Better. Preferential and recommendable

→ **Customer Engagement**

How can the customer get involved beyond commerce exchange?



# Good luck!

Go out into the world and make positive transformational change, improve experiences, create solutions, and make a positive impact on society.

Thank you!

Let's Get Social

@KiaWilliams.Fitness

