20 WAYS TO MAKE MEANINGFUL CONNECTIONS ON PERISCOPE
SARAH ARROW ON PERISCOPE

Say hello!
Since I first wrote about Periscope and Meerkat back in April (yes, I truly have my finger on the pulse), live streaming is soaring and is becoming the platform where you can generate a lot of conversation around you, your products and your services. In other words, a great place for business owners to grow their connections and increase visibility and sales!

**How is Periscope different from YouTube?**

YouTube is where people look for instructional series. Periscope is where they look for instant gratification and entertainment. People will check the streams in the app, or get notifications from the people they follow, and click when the headline captures their imagination.

The more specific you are, the more likely your followers will click and interact with you. So before we go racing off to make great content, you have the perfect title that reels in the right viewer—Not just for Periscope, but for any video or live streaming platform.

20 Periscope ideas that will inspire and motivate your followers for meaningful connections and conversations

**Answer a Question**

If you’re a regular blogger, you’ll instantly recognise this one and why it’s a great place to start. This can be a question you ask your viewers—or one they have asked you. Use the question in your title as it will grab people’s attention more effectively than saying something very generic—especially on Periscope.

Remember, it’s more than just asking the question, it’s also about sharing the solution and how it will help the people viewing your ‘Scope.

**Broadcast Live While Traveling**

All you need is your smart phone and the Periscope app! Plan ahead and think about what would make a great background, what story you could share and what questions you can ask. Is there a geographical area you can use to illustrate a point?

Example: A bridge recently repaired after a flood could provide you with a perfect opportunity to talk briefly about checking for obstacles before committing to a plan. Or how strategic planning can help a tough situation.

Share the Unexpected, The Eye-Catching and the Captivating People Around You

It doesn’t matter what niche you’re in, you can always inspire and entertain people by being ready to capture and share the unexpected, the wonderful and captivating people that surround us. Catching something as spontaneous as a youngster bursting into song, or a flash mob can quickly go viral. Sharing something that inspires you can inspire others.

**Dramatise the experience**

Drama is what keeps people’s attention. When drama happens, people watch for two reasons: They relate to the crisis—and they are glad it is not happening to them. They will laugh with you and empathise with you over small crises and care about big ones. The very reasons they watch a soap opera every week and the very reasons drama will work for you.
And yes, there are those who find someone else’s misfortune entertaining, but you can’t control that. What you can control is making sure your viewers remember—and share—your message from your Periscope. Remember, that no matter how real or raw it is, it shouldn’t detract from your branding, but connect you to your audience.

**Coming Soon: The Art of The Sneak Preview**
Because Periscope is live streaming, with replays available only for a short time, it’s a perfect venue for giving people “sneak peeks” of anything you want—from blog posts to “flash sales” to webinar training reminders.

Twitter expert [Marc Guberti](https://twitter.com/marcguberti) says “What I do now is offer early access to my upcoming blog posts exclusively to the people on Periscope. I don’t provide the entire blog post word for word, but instead, I include a summary. At the end of the video, I let people know when the blog post will get published and where they can get access to it.”

**Promote an Event**
Perhaps you go to events that some of your clients can only dream of (or are not quite ready to attend). Share highlights of the event so they can tag along with you. Sharing an event is a great way to showcase your familiarity with influencers or if you have celebrity buddies. Even if you don’t, you can let them see celebrities arriving, show them what the food or different conference rooms look like. And, of course, take them the grand tour of the event so they can imagine being there with you.

**Showcase Your Clients**
A business is as only as great as their clients. Periscope is a perfect vehicle for celebrating client achievements and milestones. These shout-outs can be as simple as birthday wishes or as meaningful as making sure you are there to ‘Scope your client accepting or presenting an award.

**Show your personality**
If you want to brand yourself rather than your company—or simply attract clients at the same energy level—then Periscope is perfect. It’s like letting them be in the same room as you. They get to see how you talk, gesture, laugh, smile and they get to gauge your energy and rhythms.

**They get to know you, and that builds trust.**
You can share your personality very simply by just inviting viewers along for the journey. Show them your garden and how you nurture things. Let them see you in action helping your six-year-old solve a problem. Share your morning hike and the sights that you see every day. For those high-energy viewers who love action as well as ideas... demonstrate on air what you do that makes a difference. Just be real—and be yourself.
Plan a series
Choosing a theme is a great way to get started brainstorming ideas that will turn into a series of ‘Scopes. Themes allow you to concentrate your ideas, discarding distractions—and get specific. Themes help you become real to people, and they’ll connect to you. No one wants to watch something called “Hello”: They’d much rather watch something called “Rainbow Moment # 4” or “Earth Shattering Questions: # 9”.

Make a comparison
Leave the lectures to the college professors. Don’t preach; make a comparison instead. Compare two top products, tools or platforms with each other, saying why you prefer one over the other. This feels more interactive for your viewers, since they’re sharing your thoughts rather than being bossed about. It also gives you the perfect opportunity to involve your viewers in the conversation. You are asking them to make up their own minds, so also ask them to “vote” or share their own preference—item A or item B—in the comment area.

Be inspiring
While it’s a universal axiom that people gravitate towards disasters, as a small business you want to attract people who are positive and who are drawn to the positive. So be inspiring. Create a daily affirmation that is live—for example, show a morning sunrise and speak your affirmation—something your viewer can take for the day and use it as inspiration or encouragement.

For massive engagement be sure to ask your viewers to share their own affirmations for the day with you and read them out.

Live the Dream
Don’t just tell people what to do, use livestream to show them how you live it. For example, take a tour of your home office (and talk about why it is organized the way it is, how you work and what’s important to you). Or invite them to share sitting on the porch with you looking out at the lake, or while you work on your laptop.

Build the Buzz
Livestream like Periscope is the perfect vehicle for buzz-building. You can share in real-time preparations being made for a launch, workshop or event, guests arriving, new artwork proofs (ask for a “vote” on viewer favorites) and just about anything that is moving your launch or event forward.

Focus on getting your viewer involved in your event—and be sure to sneak in exciting hints and peeks at extra-special guests, topics, locations or more.
Create connections
Do you include and endorse an activity that inspires you personally in your work (for example, making green smoothies or running every morning)? Then let your clients and followers share the activity with you! Instead of doing your Zumba routine alone, encourage them to follow along at home. Even if they prefer to just watch you do it, sharing in real-time can provide endorphins-by-association—and this increases your connection with your viewers and starts to create the tribal “us and them” feeling.

Make Your Periscope Activity into Challenge
Are you running a challenge of some sort? Make your videos part of the challenge. Example “Watch the Improve Your Writing Challenge on Periscope at 10 a.m. BST, Tuesday, for the next step. And Then add the link to the replay in the comments and other plays you promoted your challenge ‘Scope.

Ask for ideas
Encourage interaction by asking for ideas, and if you use them make sure you credit your followers and give them a shout out on future ‘Scopes. When you ask for “Ideas for my Next Book Topic” your followers, clients and subscribers are trained to respond. They will be less likely to draw a blank, trying to come up with ideas, and they know that you acknowledge your Muse and mention them too, increasing their visibility too.

Live On Camera...
Interview someone via Periscope. It’s already a big draw if you manage to hook a celebrity or expert interview—but the attraction doubles, if you manage to interview them live, in real-time where your viewers can ask questions! Lacking a celebrity connection? Interact on other people’s Periscopes and build a connection, then make the ask. We all like to help people we know. Make yourself known!
Run a Support Periscope
Just launched a new product? A new concept or exercise? Let your subscribers know you’ll be “live” at a certain period daily for a week, to demonstrate your product or answer questions.

A peep behind the curtains..
People love “behind-the-scenes” glimpses—especially if there’s anything remotely “exclusive” or exotic about what you are doing. For example, a “behind the scenes” glimpse of how you do vocal warm-ups for public speaking, or what a “green room” really looks like when you finally get that spot on a national TV talk show. I’ll let you know how “Blogger redecorates her bathroom” goes ;)

When in doubt run and Q&A
You can create incredible interactivity and keep your questioners focused if you get into the habit of running live-streaming Q&A sessions. (E.g. “20 Questions with a blogging expert” #FirstTwentyQuestionsAnswered)

Put limits on the time period—and create scarcity that encourages prompt participation by letting your audience know you will only answer a certain number of questions. And if Q&As live is a new concept for you, do remember to take your colleagues along to get things going, or invite questions on social media platforms and then answer the questions live.

Most important: Remember that Periscope’s biggest draw and characteristic is interactivity. Make sure to give your viewers plenty to comment about and motivation to leave you hearts to increase your influence