



STREAMING PROFITS AUTHORITY

RESOURCE CHEAT SHEET

Now you know everything you need to know to start conquering live video streaming. This is an exciting platform that's very much up-and-coming so don't miss out on the opportunity to be at the very forefront of this new movement.

As you get started setting up, you can check back to this resource sheet at any time in order to find useful resources as well as quick tips and steps that you can take to succeed. Save time and be more efficient with this sheet and let it act as your guide through an uncharted and highly exciting territory...

The Big 3 Streaming Apps

When it comes to live video streaming, there are three big apps that have everyone talking. These are:

Periscope

<http://www.periscope.tv/>

Periscope is currently the biggest of the streaming apps in terms of the number of users and in terms of the amount of content. It has a very user-friendly interface and seems to encourage very casual, almost voyeuristic content.

Meerkatapp.co

<https://meerkatapp.co/>

Meerkat is similar to Periscope but has fewer users. It's a little less polished but does seem to attract a slightly higher calibre of content with users like Tai Lopez.

Blab

<http://blab.im/>

Blab is another app that's very similar to Periscope and Meerkat. The main difference though is that it has a heavy focus on conversation and acts almost like a video conferencing app, except where anyone else can join in.

The key differences to keep in mind are:

- Blab is more about conversations and doesn't lend itself to very visual events
- Periscope has the bigger audience
- Periscope saves content for 24 hours
- Blab saves content indefinitely
- Meerkat seems to have more big markers like Tai Lopez on board
- Meerkat lets you show images while you're talking
- Periscope seems to attract more 'voyeuristic' content
- Blab lets you join in on someone else's conversation (or 'Blab') and become a host for that content.

Setting Up

To set up and get started, you just need to install the apps on Android or iOS. Blab doesn't have an app for Android but lets you take part through your browser.

Sign in with either your Twitter handle or your phone number.

Choose who you want to follow.

Hit record and add a title. It's that easy!

Other Similar Apps and Tools

YouNow

<http://www.younow.com>

Despite not being a media darling in the same way as Periscope, Meerkat and Blab, YouNow has actually been around the longest and is reportedly paying some of its content creators.

YouTube Live Events

https://www.youtube.com/my_live_events

The link above will take you to YouTube's live streaming feature. This is a little different from the live streaming provided by Meerkat and Periscope but it has a huge audience and is likely to take off more in future as Google realize the potential for live streaming.

Hangouts

<https://hangouts.google.com/>

Google Hangouts isn't really a live video streaming app but it has a lot of similarities to Blab and can actually be used in a similar way. This has been popular for a while and is still a great platform for answering questions, interacting with your audience and promoting a launch event.

Reddit

<http://www.reddit.com>

Reddit is not at all a live streaming app but has been popular for a while as a tool for live promotions. Specifically, this is very useful for AMAs or 'Ask Me Anythings'. This is a good alternative for anyone who is afraid to go in front of a camera and you can learn a lot here.

Useful Tools

Meerkat Streams

<http://www.meerkatstreams.com/>

Meerkat streams aggregates all the streams currently on Meerkat, allowing you to watch them in real time on your computer. It's a quick way to find

content.

OnPeriscope

<http://onperiscope.com/>

Similar is 'OnPeriscope' which shows off all the streams currently on that app. Again, this lets you view them on your computer if you don't have the app, or just see if there's anything interesting worth loading the app up for.

Useful Information and Articles

Camera Phones

<http://www.techradar.com/news/phone-and-communications/mobile-phones/best-camera-phone-6-handsets-tested-904250>

This article from TechRadar will help you to find the best camera phones on the market right now. This can greatly improve the quality of your streams, leading to more views!

Periscope and Meerkat – What Marketers Need to Know

<https://econsultancy.com/blog/66561-periscope-and-meerkat-what-do-marketers-need-to-know/>

This article provides some in-depth information regarding the specific numbers of users on Meerkat and Periscope. This is great for making a decision regarding how much time you want to invest.

Periscope and Meerkat - How Many Users

<http://www.dailydot.com/technology/periscope-meerkat-how-many-users/>

This article again details the numbers of users on Periscope and Meerkat.

YouTube the Sleeping Giant

<http://www.wired.com/2015/08/youtube-sleeping-giant-livestreaming/>

An article on YouTube's streaming service and how it is poised to enter the market in a big way in the near future.

Never Mind Periscope

<http://variety.com/2015/digital/news/never-mind-periscope-or-meerkat-younow-has-already-paid-top-live-streamers-1-million-1201483789/>

This article looks at YouNow and how it is currently paying its top content creators.

Some Quick Tips and Advice

This last section will provide some quick tips and checks you can refer to while creating your videos:

- Always engage with your viewers. Make sure that you welcome people who enter the stream and that you actually respond to comments.
- Provide value and find ways to stand out. There's an awful lot of low quality content on these platforms right now. This is the perfect opportunity to stand out and get noticed!
- Use a smart title. This is one of the main factors that people will use to decide whether or not to enter your stream.
- Practice on Blab. You can enter other people's conversations on Blab which is a perfect way to experience being live without catering to your own audience and without the pressure to be entertaining.
- Be consistent. In terms of both your quality *and* your regularity. You want to set a precedent so people know what to expect from you and whether they should sign up to your channel. What's more, you want to try and become a part of their routine if possible.
- Cater to people just jumping on. Remember that people can enter your stream at any point. Make sure that your video provides handy jumping on points so that they can catch up!