



Live Selling Strategy: *Starter*

6-Month Growth Plan | MY LIVE Academy

This guide gives you a clear 6-month roadmap to grow from your first live show to confident on-camera selling — helping you develop your style, build a real audience, and start seeing results.

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Overview



Live selling success is built on consistency, authenticity, and engagement.

Content

- PHASE 1 — FOUNDATION (Months 1-3)
- PHASE 2 — GROWTH (Months 4-6)
- After 6 Months of Consistency
- 🚀 Next Steps — Scale & Specialize



PHASE 1 — FOUNDATION

THE SELLING
IDEAS

- PRODUCT DEMO
- Q&A
- SPECIAL OFFERS

The first three months are about finding your rhythm and building trust.

Focus on going live weekly, posting daily, and getting comfortable on camera.

Consistency builds familiarity — and familiarity builds connection.

Content

- Consistency
- Persona
- Engage & Experiment
- Promotion
- Visibility
- Community



PHASE 1 — FOUNDATION (Months 1–3)

Go Live Consistently

- Practice is your foundation. Go live at least once per week.
- Each stream helps you learn timing, flow, and how to react naturally.
- It doesn't have to be perfect — what matters is showing up.
- Short 10-minute sessions are enough to grow confidence.

Develop Your Persona

- Your persona is your on-camera energy.
- Experiment with tone, pace, and humor until it feels natural.
- Think about how you want people to feel when watching you — calm, entertained, or motivated.
- Write three words that define your live presence and stick to them.



PHASE 1 — FOUNDATION (Months 1–3)

Engage & Experiment

- Don't just talk — interact. Ask questions, react to comments, run polls, and try live vouchers.
- The more your audience participates, the longer they'll stay.
- Invite a guest or fellow creator to co-host and test your comfort zone.
- Every live is an experiment — take notes and improve.

Promote Your Lives

- If you go live but no one knows, it's wasted effort.
- Announce your live schedule early and remind followers daily.
- Share highlight clips and post reflections after each session.
- Create a mini series — 'My Way to Becoming a Live Seller' — to document your progress.



PHASE 1 — FOUNDATION (Months 1–3)

Be Visible Everywhere

Build Community, Not Followers

- Cross-post everywhere your audience might be.
- Go live on TikTok, Instagram, Facebook, and MY LIVE.
- Post 2–4 times daily: teasers, behind-the-scenes, and clips.
- Your reach grows when you reuse and repurpose what you've already made.

- Numbers don't matter as much as loyalty.
- Welcome viewers by name and make them feel seen.
- Consistency and care turn first-time watchers into repeat fans.
- Remember: community sells — followers scroll.



PHASE 2 — GROWTH (Months 4–6)



Now it's time to scale what's working.

Go live more often, analyze your results, and refine your content.

Use your past live data to create smarter, more engaging shows.

Content

- Frequency
- Analyze & Adapt
- Refine Persona
- Define Show Format
- After 6 months
- Next Steps



PHASE 2 — GROWTH (Months 4–6)

Increased Frequency

- Move from one live per week to two or three.
- Plan themes for each show — product demos, tutorials, or reviews.
- Announce your weekly schedule on Mondays to build anticipation.
- Momentum and visibility drive exponential growth.

Analyze & Adapt

- Replays and analytics are gold.
- Look for patterns — what keeps people watching, and what makes them leave?
- Use data to refine your show structure, timing, and engagement style.
- Creators who analyze outperform those who only create.



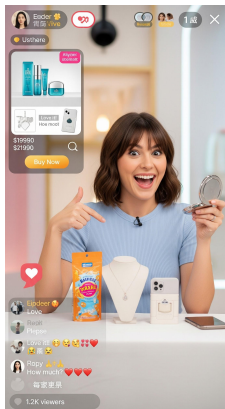
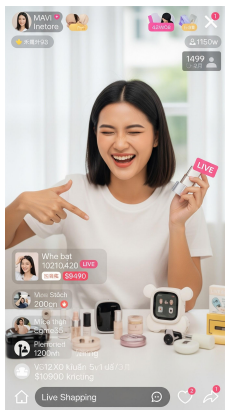
PHASE 2 — GROWTH (Months 4–6)

Refine Your Persona

- You've found your voice — now polish it.
- Refine your tone, gestures, and transitions.
- Develop a signature intro or outro that people remember you for.
- When your audience can quote you, you've built a brand.

Define Show Format

- Every great live follows a structure:
 1. Friendly intro (2–3 min)
 2. Main content (10–15 min)
 3. Q&A or offer (5–10 min)
 4. Outro with next-show tease (2–3 min)
- Predictability builds comfort — your audience will return



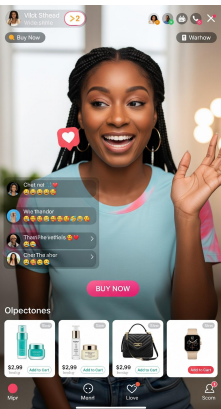
PHASE 2 — GROWTH (Months 4–6)

After 6 months

- After six months, you'll have a real foundation: confidence, regular viewers, and your first sales.
- You'll understand your metrics and what drives engagement.
- Most importantly, you'll enjoy the process — that's when true growth starts.

Next Steps

- Now that you've built confidence, scale your brand.
- Reinvest in better visuals, lighting, and sound.
- Experiment with co-hosts or dual-camera setups.
- Join MY LIVE's advanced courses for branding, analytics, and monetization.



Live and Content Schedule



Month 1 — Start & Show Up

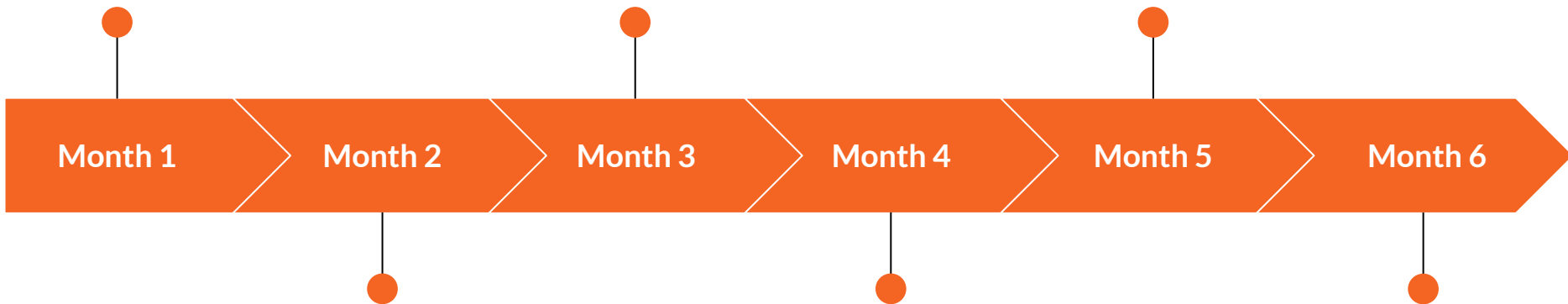
Goal: Build confidence on camera.

Month 3 — Promote & Build Community

Goal: Be seen and remembered.

Month 5 — Analyze & Refine

Goal: Understand what works.



Month 2 — Define Your Persona

Goal: Find your authentic on-camera voice.

Month 4 — Increase Frequency & Reach

Goal: Grow visibility and momentum

Month 6 — Structure & Scale

Goal: Become a reliable live host.



- Go live once per week — no perfection needed.
- Learn your tools (camera, mic, lighting).
- Focus on being consistent, not polished.
- Announce your live schedule in posts and stories.
- Create highlight clips from past shows.
- Interact with every comment; thank regular viewers.
- Review replays and engagement data weekly.
- Identify your best topics, formats, and timing.
- Polish your persona and delivery style.

Month 1

Month 2

Month 3

Month 4

Month 5

Month 6

- Experiment with tone and energy.
- Choose 3 words that describe your vibe.
- Try polls, questions, and direct viewer engagement.
- Go live 2–3 times per week.
- Repurpose lives into short-form content.
- Post daily across all key platforms.
- Create a consistent show format (intro → core → CTA).
- Test collaborations or dual-host sessions.
- Reinvest in visuals and plan your next 3-month growth phase.

Live Selling Strategy



Starter

We hope this strategy guide gives you a strong foundation on your live seller journey.

