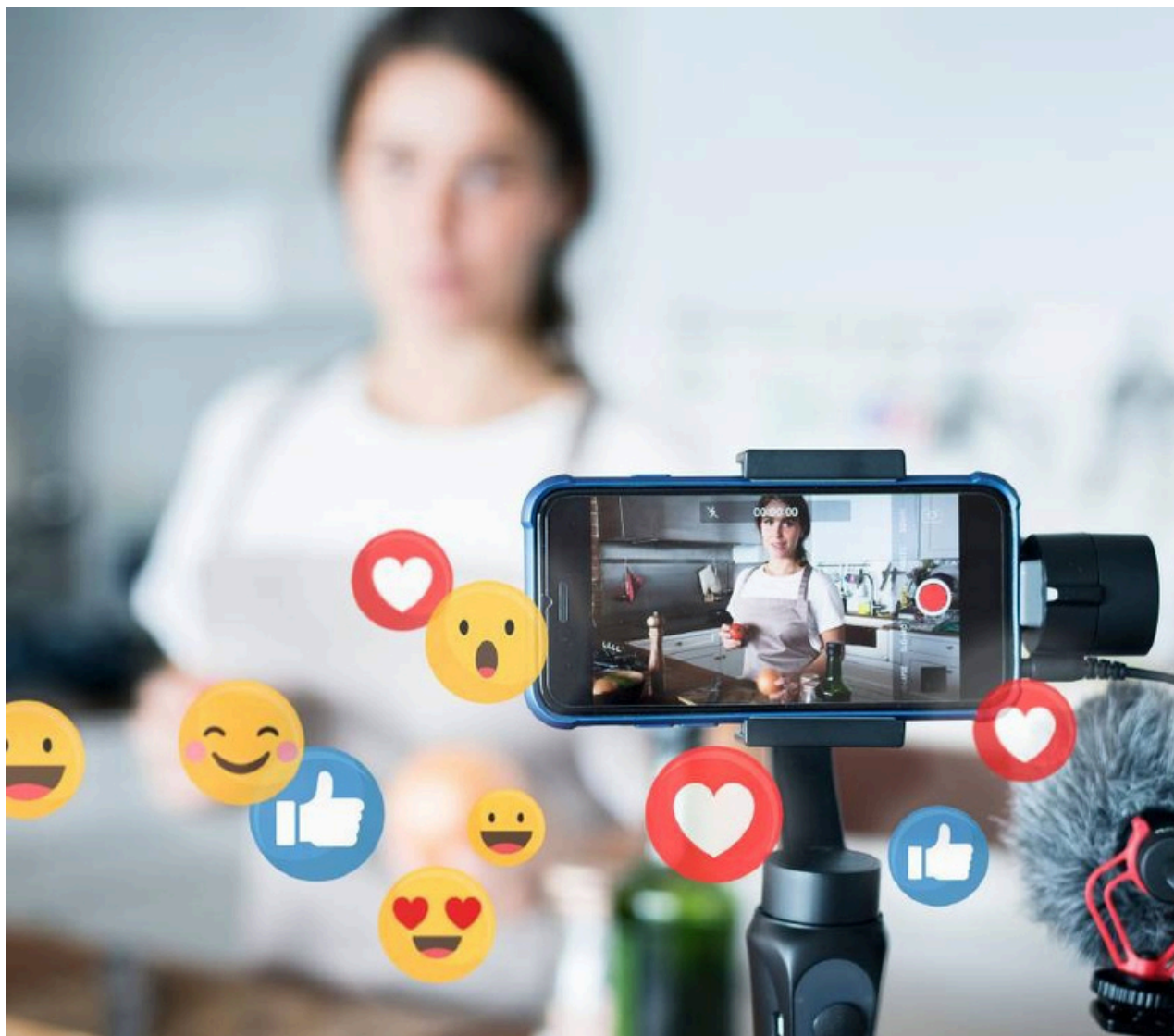


Level Up YOUR LIVESTREAM



**25 TIPS TO CAPTIVATE YOUR AUDIENCE
& TURN VIEWERS INTO BUYERS**

WELCOME

Are you ready to level up your livestream?

Whether you're a coach, consultant, or expert sharing your message online, livestreaming is one of the fastest and most authentic ways to build trust, demonstrate value, and make sales. But showing up powerfully on video doesn't happen by accident—it's a skill you can build.

That's where this guide comes in.

I've compiled 25 of my top strategies—from sound, lighting, and framing to storytelling, confidence, and connection—so you can start showing up as the most magnetic, aligned version of yourself every time you hit "Go Live."

I'm James Cooper—a filmmaker, brand storytelling coach, and creative director who's spent a lifetime in front of and behind the camera. I help experts like you unlock their X-Factor and show up on video with clarity, confidence, and charisma.

I believe your story is your superpower—and when you own it, you don't just show up... you stand out.

How to Use This Guide:

- Start by choosing 1-2 tips per livestream to implement
- Highlight the tips that resonate most with your style
- Keep it handy as your go-to prep guide before you go live
- Most importantly: progress beats perfection—just start

Let's bring more of you to the lens—and watch what happens.
Now grab your favorite drink, a pen and paper, and let's dive in.

 Let's Level Up.

— James



PREPARATION & SET-UP



① ***Know Your WHY, Before You Go Live***

Clarity drives impact. Before hitting “Go Live,” or that record button, ask yourself, What do I want my audience to feel? And what action do I want them to take?



② ***Master Audio First, Video Second***

People will forgive bad video quality, but they won’t forgive bad audio. Invest in a good microphone or find a location without echo or background noise. Test your audio levels before you go live.



③ ***Be “Camera Ready” at 3***

Most people turn on their energy after they see that they are “live,” often leading to an awkward start. Instead, get into state before the countdown ends so you start strong and connected to your first sentence.



④ ***Lighting: Don’t Be a Shadowy Figure***

Position your main light source in front of you (not behind) to avoid shadows. Soft, diffused lighting flatters your face and keeps you looking professional. Never record with your back to the window, or you’ll look like you’re in the witness protection program.

PREPARATION & SET-UP



⑤ ***Camera At Eye Level = Connection***

Avoid looking down at your audience (laptop-tilt syndrome). Raise your camera to eye level for a more natural, engaging connection. The level of your eye should be at the level of the camera. You want an eye-to-eye conversation with your audience.



⑥ ***Frame Yourself Like a Pro***

Use the “rule of thirds” to properly frame yourself on camera. Avoid too much empty space above your head. If using your phone, turn on the GRID feature to help you. The top line should go across your eyes or the bridge of your nose.



⑦ ***Background Matters: Be Intentional***

Your background should enhance, not distract. Use branding elements, books, or props that reflect your expertise and personality. If you decide to go with a solid wall, consider painting it a color or hanging textured fabric or a photograph that has meaning.



⑧ ***Connect with a Sticky Note Trick***

Struggling to make eye contact with your audience? Place a sticky note with an arrow near your camera lens to remind you where to look so you don't fall into the trap of looking at yourself on the screen. You can also write your video bullet points; no one will know.

DELIVERY AND ENGAGEMENT



9 ***Speak Through the Lens, Not To It***

Your audience is not the camera—it's the real person watching you on the other side. Picture someone specific to feel more natural. Don't let your energy stop at the glass.



10 ***The First 10 Seconds = The Hook***

People decide within 4 to 10 seconds whether to keep watching. Start with a bold statement, a question, or a surprising fact to grab attention. Most people will be watching on replay. Grab them at the very start.



11 ***Stop Saying "Hey Everyone!"***

Address your viewers as ONE person ("Hey there," not "Hey guys") because they are watching alone, not in a group. People want to feel like you are having a 1-on-1 conversation with them. Speak to the ONE.



12 ***Ask Questions & Ask For Responses.***

The best livestreams feel like conversations. Ask simple, easy-to-answer questions within the first 60 seconds to engage your audience. "Where are you watching from?" "If that makes sense, type 'yes' in the chat." This will increase engagement.

DELIVERY AND ENGAGEMENT



13 *Call Out Viewers by Name*

When people comment, say their name live (“Hey Sarah, great question!”). This makes your stream personal and engaging.



14 *Use Your Voice Like a Movie Trailer*

Vary your tone, pace, and volume to hold attention. Speed up for excitement, pause for impact. Silence can be powerful if used strategically! Adding variety using your voice can really keep your audience tuned in to your every word.



15 *Move Like You Mean It*

Your face, hands, and gestures add energy. Use natural movement to emphasize key points, but don’t overdo it. If you are a “hand-talker” then do it. Find your own authentic physicality



16 *On-Screen Graphics to Reinforce Points*

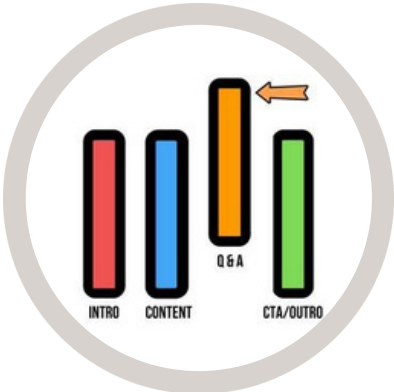
Live streaming tools allow you to add text overlays, bullet points, and lower-thirds to reinforce what you're saying visually. Tools like Ecamm (for Mac) or ManyCam (PC) or OBS software and others can take your streaming to another level.

FRAMEWORK AND CONVERSIONS



17 ***Tell More Stories, Fewer Facts***

People remember stories, not bullet points. Share real-life experiences to illustrate your points instead of just giving information. Stories create an emotional connection and build likability and trust.



18 ***Follow a Framework for Repurposing***

Following a live-streaming content framework with a clean introduction, teaching content, Q&A, and CTA will allow you to remove sections easily in editing to repurpose for YouTube, Instagram Reels, etc. Try to avoid answering questions in the middle of teaching.



19 ***Drop a Teaser at the Start of Your Live***

In the hook or after the introduction, let people know what they'll get if they stay to the end. YouTubers do this all the time. It could be a bonus tip, a giveaway, or an upcoming announcement, but let them know at the beginning why it will be worth staying to the end.



20 ***End With a Clear CTA (Call to Action)***

Don't let your audience just "drift away" at the end. Tell them exactly what to do next (comment, download, DM you, etc.). Let them know where they can go to get more help or how to work with you. Try to limit it to a SINGLE action you want them to take.

CONFIDENCE AND CONSISTENCY



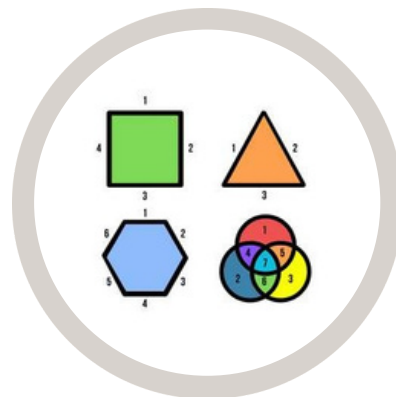
21 *Find & Use Your “Trigger” Word*

Find yourself a trigger word or physical action to snap you into a confidence state. (like “Showtime!” or clapping your hands, or a power move with the word “Yes!”) The more you practice this, the faster you’ll instantly boost confidence on-camera or going live.



22 *Go Live at the Same Time Every Week*

Consistency builds trust and audience loyalty. Treat your livestreams like a scheduled TV show. Impromptu lives can be great, but so is having a loyal following that looks forward to showing up each week. If you can’t commit to weekly, try monthly.



23 *Create a Model For Your Content*

Think about creating a shape for your high-level content. This will give you a framework or pillars to lean on, and you can then take any one pillar or side of your shape and create individual lives or videos.



24 *How fast can you get to 100 Livestreams?*

Your first livestream may suck. But #5 will be better than your first, and #20 will be way better than #5. The more you do this, the better you will get. So schedule out your first 50 to 100 livestreams. Competence breeds confidence. You will get better.

TOOLS AND TECH



25 *Get a Streamdeck*

If there is a single piece of hardware that has taken my livestreaming to the next level, it's a Streamdeck. Made by Elgato.com, it's a control board that can advance slides, bring in text overlays, sound effects, videos, and more. Paired with ecamm, it can make any presentation a game changer.

🎯 What's Next?

Thank you for taking the time to go through this guide. I hope these 25 tips have inspired you to show up with more confidence, creativity, and clarity in your livestreams.

Now it's time to put them into action.

Remember:

📌 Information is good. Implementation is where the magic happens.

✨ Whether you use one tip or all 25, the goal is to show up as the most magnetic, aligned version of you.







One last thing... 🙌

NEED MORE SUPPORT?



If you're ready to take your livestreams, your story, and your brand presence to the next level, I'd love to support you.

Here are a few ways that you can connect with me and reach out for more support:

- ① Follow me on social media at **JamesCooperFilms** on all platforms. Currently Instagram is my favorite.      
All these social icons are clickable. 🙌 Follow me and say hi. :-)
- ② Twice a year, I do the **Level Up Your Livestream Bootcamp**, a 2-day online workshop demonstrating tips like these, plus interactive demos, connecting with other livestreamers, and learning new updated tools to improve your livestreaming. Spaces are limited. So if you'd like to be on the mailing list, [click here and join the list](#). And you'll be the first to know when the new dates are, as well as other live bootcamps and workshops I'm doing.
- ③ Join my free Facebook community: **Six-Figure Storytellers**. This is a community of coaches, course creators, and other business owners using video storytelling to attract new clients and customers. Get more tips, attend my livestreams, and connect with other members looking to grow their business with video storytelling. [Click here to join](#)
- ④ Need some 1-on-1 support? **Book a free strategy call with me.** We'll look at where you are at with your videos, livestreaming, branding, and sales and see where I can support you. I'll give you some tips to move you forward, and we can also see if you are a fit for any of my programs or 1-on-1 coaching. [Click the link here to book a time.](#)