

# Using Periscope Like a Pro

by Chris Ducker

(Collated from an Interview with Alex Pettitt)

**chris** ducker

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With Alex Pettitt

Here's the truth about social media trends:

You have to act fast.

Especially if you want an unordinary amount of leverage by being an early adopter.

Alex Pettitt took acting fast to heart, and jumped on Twitter's latest addition - their leap in to live streaming - Periscope.



With well over 30 Million "hearts" on the platform (that's a ton!), and over 100k followers, Alex is without a doubt one of the top users of the platform.

If you aren't inspired to download and join in on the Periscope fun, then I'm not quite sure what would do it!

A handwritten signature in black ink, appearing to read "Chris".

PS. If you have any questions or comments on this eGuide, please feel free to reach out to me anytime on Twitter, [@chrisducker](https://twitter.com/chrisducker)

**YOU**PRENEUR

# Using Periscope Like A Pro

With Alex Pettitt

Alex Pettitt - @AlexPettitt on Periscope - <http://alexpettitt.tv/>

If there's anyone you want Periscope advice from – it's Alex Pettitt, the #1 Periscoper in the UK and Europe. The guy is serious good!

With a background in broadcasting, and one of the first users of Periscope, Alex really knows his stuff.

## Scope Like A Pro

### Tip #1: Let The World Know

If you're brand new to Periscope (or you haven't hit it hard yet), here's the first thing to do:

Let everyone know (online or offline) that you're using the platform.

#### Some ideas:

- Post a custom Instagram message or a picture of your Periscope profile
- Tell your twitter audience to go and follow you
- Share a link to your most recent broadcast on Facebook

*"The best broadcasts are those that bring value!" - Alex Pettitt*

< [Tweet This!](#) >



## Tip #2: Set The Title Of Your Broadcast

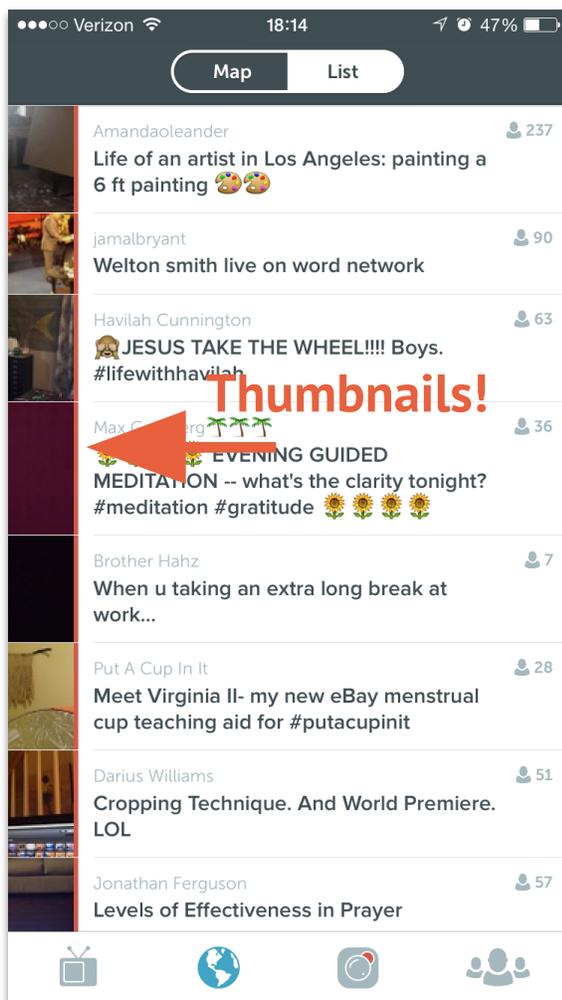
As long as you're trying something new, mistakes will be made.

The number 1 mistake made by Periscope newbies?

Not setting the title of the broadcast before hitting the "Start Broadcast" button.

**When you don't set a title for your scope, here's what happens:**

- None of your followers will know what the topic is, and they may not watch or they may leave quickly
- As your broadcast appears on the worldwide list, no one will be enticed to enter your scope – therefore you won't be able to take advantage of the discoverable nature of Periscope
- Your replay won't get the love it deserves because less people will actually play it, let alone watch through the first few minutes to find out about what the broadcast was about



## Tip #3: Select Your "First Frame" Wisely

Here's something that all new (and many current) users don't know about Periscope:

When you go live, Periscope diverts to the back camera of your phone and uses whatever your camera is aimed at for the thumbnail of the broadcast.

What are most people pointing at when they go live?

Their feet.

**Here's how to Periscope like a pro:**

Consider what the most eye-catching or attractive thing for your audience would be

and aim your phone's back camera at it before going live.

The thumbnail is the modern day equivalent to a billboard for your broadcast, so choose wisely and test as you keep broadcasting on Periscope.

### **Tip #4: Don't Sit On The Sidelines**

A lot of people think that by just watching Periscope that they are "using" the platform.

#### **The truth is this:**

Watching broadcasts and leaving comments are just the start.

To truly take advantage of Periscope, especially while it's new and before the big "boom" happens that Alex alluded to, you have to start broadcasting.

In just a short time everyone will know about the platform, and most users will have the handful of broadcasters that they follow.



## **[Click Here To Watch DuckerScope On YouTube](#)**

How cool would it be that we have a chance to be one of those broadcasters simply because we're early adopters and taking action on Periscope?

You won't know until you dive in.

So if you haven't downloaded it or broadcasted yet - GO FOR IT.

And follow me!!! **@ChrisDucker** while you're there ;)

## Tip #5: Authenticity Is Key

Just like any other social network, you have to be authentically you to get the most out of the platform.

On Periscope, that may just be the single defining factor.

Yes, content is also a huge part, but anyone can produce decent content...

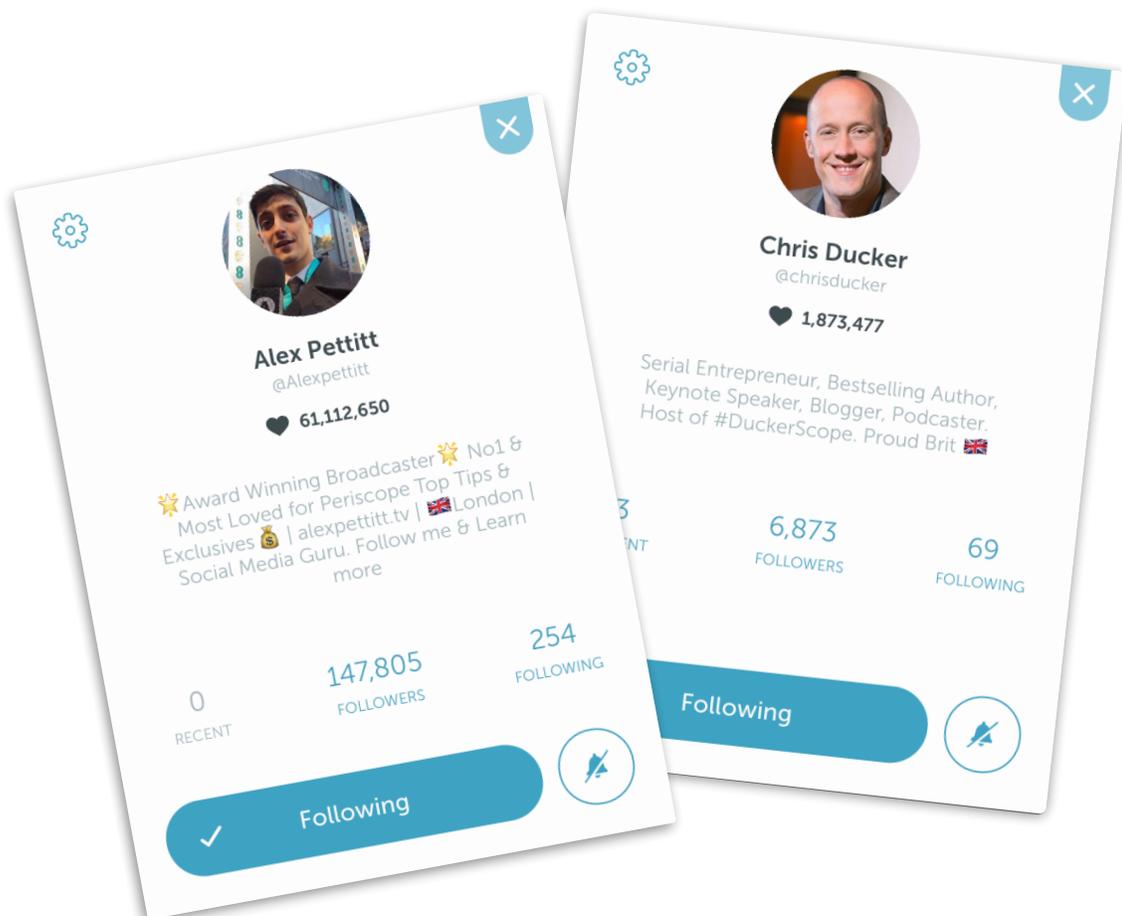
How many people can be “you”???

Realize now that 50% of people will come for your content, and 50% will come for you and your story.

**Bonus - [Here are 6 quick tips to boost your Periscope following super fast!](#)**

## Tip #6: Backup Your Broadcasts

Periscope has an incredible feature built-in that can also be limiting:



Your broadcasts can only be viewed for 24 hours after you've stopped recording.

This feature is great because it causes some urgency to 1) be live and have a chance to interact, and 2) causes your viewers to make a decision if they want to watch your content or not.

For those of us who are putting hours of work into planning our broadcasts and making sure the content is great, that can be disappointing.



As you know, I put episodes of [DuckerScope up on YouTube](#) so anyone can watch them after they've expired on Periscope.

You don't have to do this; however, you may want to consider backing up your broadcasts so that you have the option to republish or repurpose at some point down the road.

### **Here are some tips Alex shared on backing up your broadcasts:**

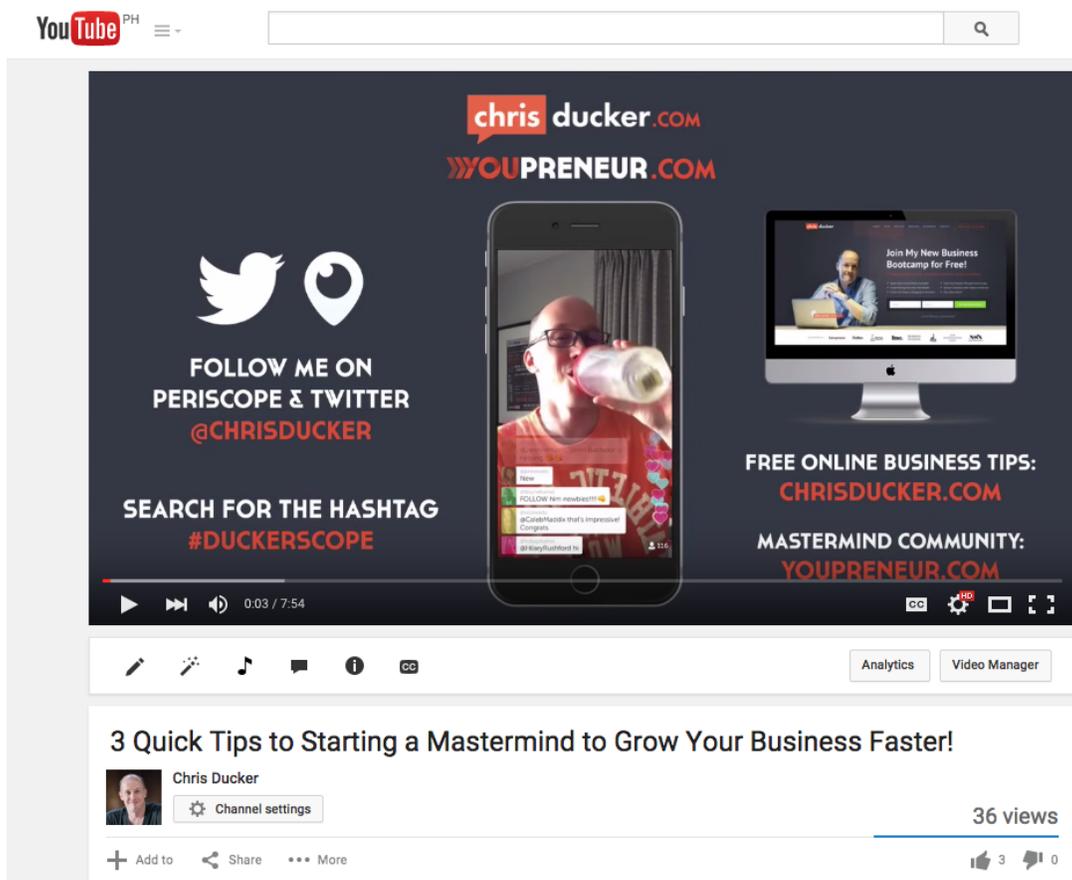
- Be sure that the "Save To Camera Roll" option is turned on in the Periscope settings
- Sign up for a free [katch.me](#) account for additional backup in the cloud
- Upload your saved broadcasts to YouTube
  - You don't have to make all of them public, but you'll at least have the choice and a backup just in case
  - YouTube allows for you to put clickable "annotations" on the side of your vertical broadcasts that you can use to direct people back to Periscope, your Twitter account, your website, or anywhere else you'd like

# ACTION ITEMS

(YES, THAT MEANS A LITTLE WORK!)



1. [Download Periscope](#) and sign up if you don't already have a Twitter account!
2. Follow me, [@ChrisDucker](#)
3. Start your first broadcast in the next 24 hours



You can also download my [YouTube Repurposing Template](#) for both the Mac and PC, to help you repurpose your Periscope content in a good looking, professional way.

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