

- *Write a description: If you write a fascinating description of what viewers would see in your video, that's a plus point. You can edit the description after your broadcast in case you want to give additional information.*
- *Figure out the best time: Someone who seeks to earn from Facebook Live should keep an eye on the number of viewers. In case they see that the viewers at a certain time are larger in number, influence, or activity, this is valuable information. They should then try to go live at the best time in order to gain more influence and hence earn more.*

1. Engage With Your Audience:

Don't just settle for having a lot of viewers and/or followers. If you see you have quite a few 'eyeballs' indicating the number of viewers, ask them to say hello in the comments. Or encourage questions, give interesting answers, or even hold a Q&A session.

At the end of the broadcast, recap the whole video in order to let the stragglers catch up. It's a good idea to do a recap halfway and three-quarters into the broadcast as well. It's also good to have a friendly, relaxed atmosphere. Most people are on social media to take a break from their schedule. It's good to give them what they want in the best manner possible.

2. Focus on Content:

If you don't have good quality content, chances are you won't be able to attract many followers. This could put a serious damper on your dreams of earning from Facebook Live. Hence, your content needs a unique point to attract viewers, as well as consistent and high quality. It doesn't matter if the content is funny; you may find yourself losing viewers due to something crass or politically incorrect.

One should also make sure to take just the right amount of time. A short video might leave viewers hungry for more and more likely to tune in next time. However, a long video has more chances of attracting more viewers. Nevertheless, one should see when the number of viewers starts tapering off, and wrap things up before boredom sets in.

Earning money through Facebook Live is completely possible these days. It's getting easier now, but just as with any means of earning, Facebook Live also demands quite a bit of work. One has to promote their videos get more and more followers, and keep working on new and better content. It's also very hard to stay relevant in this game, so one has to stay alerted and stay in the picture at all times.

How to take a Commercial Break for Facebook Live Ads

It is very simple to take an ad break on Facebook provided that you have reached the requirements. If you have reached the required number of followers, you will see a bright blue sign of dollar mark in the comments section on the dashboard with a message asking you if you can take an ad break. You then click on it and your viewers will be able to see an advert that will last for a few seconds. After the ad break, you will just resume the broadcast, this process will repeat itself after some minutes of broadcasting.

How to run a Live Advert without Losing Viewers

Running live video advert on the broadcast is a very challenging activity that only a few Facebook pages can do, this is because it requires a very high number of audiences.

Users who choose to broadcast would want to make sure that they don't lose their viewers.

Besides boosting the advertising revenue one earns from Facebook, one should also be keen not to lose users in the process.