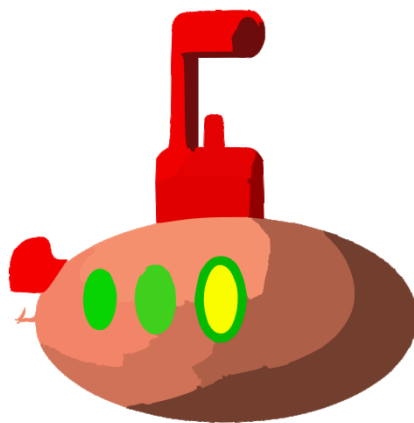


Up Your Periscope!



The Periscope Bible

Edition 4
November 2015
For Android, and iOS

By
Peter Stewart

You are a Periscope Pioneer!

You are among the first people in the world to realise that you have a **TV station in your pocket**.

Just as blogging made everyone a 'newspaper reporter' Periscope makes everyone a 'television presenter'.

With Periscope you can transmit live video pictures to anyone on Earth.

You can show them where you are or what you know.

You can connect with them, build friendships and clientele.

You've read about the **potential of Periscope**. You've heard the hype and the forecasts. You've been told it's the greatest social media tool since Twitter. But where do you start?

The answer: right here.

By downloading Periscope and investing in this guide, you have given yourself one of the **greatest opportunities** in years to be among the first people to master one of **the most exciting and innovative** phone apps ever.

You are about to take the very first steps in developing your skills in using Periscope with the world's very first book in what to do, how and why.

With the tips and secrets you will unlock the potential of opportunities to **help you broadcast, befriend and boost your business**.

Included in this book:

- A complete **step-by-step** walk-through as you set up Periscope on your phone – featuring clear directions on what to tap and swipe, and loads of screen-grabs for iOS and Android devices.
- How to find people, invite viewers, allow comments, hide comments ... and **block and report spammers and trolls**.
- The **Secrets of Periscope's Search** and how to use it to your business advantage.... Including the Number One reason you need to re-write your bio now ... and how
- Ways to **wow your audience**
- The greatest ways to plan for **your 'dream stream'**
- How to **avoid huge mistakes** on Periscope

This is where it starts getting really good!

- Why you need to **use your LIPPS** when on Periscope. We reveal all!
- Dozens and dozens of examples of **shows, content and formats** from farmers to theme parks, churches to shops, plumbers to police ... plus ideas for salons, chefs, teachers and a whole lot more.

- Dozens of links to useful **websites, articles and stories** with even more information and inspiration
- Seven great reasons to let Periscope into your **business**
- Four great ways how **charities** could use Periscope
- The secret tip to **boost your chances** of getting your question answered in a live broadcast
- How to **connect and engage** with your viewers
- How to keep the **show going**
- What to do after the show to keep the **relationship** alive
- Loads of **#QuotesFromScopes** from some of the best Periscopers in the world.

And there's more:

- Why you should 'go **naked**' and 'eat prunes'
- Why selling on Periscope is not all about **selling!**
- How to use Periscope to **spy** on your competition ... and ways to **make money** by using the app.
- Magic ways to make your shows more **creative and compelling**
- Brilliant tips on writing a show title to grab attention, and turn followers into viewers including our **Periscope Power word list** and the **Title Analyser**.... And the number one thing you should **never do** in a title
- The icons that will **lure** more people to your show
- Our strategy to **pre-promote and back-promote** your show and why.
- Our Four Step Guide to **getting more viewers**
- Top tips on **presenting**, what to say, how to act, what to wear
- Two great ways to **rehearse** your first show
- The **number one** thing to do, one-second before you start.

Plus!

- Why you need to **start when you start** ... and pause when you double-tap
- The reason you need to say 'hello' ... but **not 'good morning'**
- When to do a show, how to **structure** it and how long it should be on for, how often ... and what time of day.
- The **four kinds of viewers** and how to keep them watching for longer
- Why you need to **plan, tease and feed**
- A full explanation of **hearts** – including what they are, how to give them, how to get them, limits and heart competitions
- The difference between a show on a phone and the web, and on a Replay and on your camera roll. **Plus** how to save your show on a PC and a Mac.
- What to look for when you **review** your show to make it better the next time

And more. So much more.

Wow!

Who Is The Book For?

You and your family and friends, to learn how to use Periscope for fun.

But also:

- Journalists
- Teachers
- PRs, Communications officers, Media Relations staff, Marketing Experts and NGOs
- Councils
- Small business owners
- Church and community groups
- Those into social media
- Amateur hobbyists who want to connect with other enthusiasts

In fact anyone who wants to connect, befriend or sell!

We are really excited. This is **the world's first book on how to do Periscope** for business and pleasure, **and we're leading the way.**

There really is no other publication like this in the world.

It's a **sum of knowledge** all written down in one place, that you can refer back to time and again.

It's an **in-depth, comprehensive training program.**

Your competitive advantage...

We are committed to sharing all this information with you, because we want to **help you succeed.**

And we're really pleased that you have joined us for what is promising to be the first steps on an **exciting** and **ground-breaking** social media transformation.

UP YOUR PERISCOPE – the Periscope Bible – 400 pages!

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THANK YOU

CONTACTS

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Reviews:

“This is the Periscope Bible! There's a lot of insider info in here for brands who want a quick-start Periscope guide ... Great job!”

- @AlexPettitt, Periscope and tech-trainer

“I got it and it fired up my interest in Periscope! Great job.”

- Michael Rosenblum @Rosenblumtv, ‘Father of Videojournalism’ and founder of NYTimes TV

“What a great ebook you have written! I have read it and it’s well presented with excellent content.”

– @MarkShaw, Periscoper and social media trainer

“You’re fantastic! Already out with a guide for Periscopers! Impressive!”

- @PeriscopItaly

“That’s quite a piece of work!”

– Marc Settle, BBC social-media trainer

“This book contains a great deal of good information about the app itself. From the initial install and setup to creation of your first show, this book is a solid read. There is also a whole lot of basic advice about video production, show ideas, headline writing (your show title) and other subjects. If you are the type that learns through reading, then this is a great resource to a beginner off the side-lines and into the game of live-streaming video.”

– Chris Doelle, Fresh Media, Texas.

“Why would you read a book about Periscope? I mean, the app is really easy to use. I’m from media, I was raised in a family that were producers, directors and I work on TV, so why would I buy this?

But ... it’s really easy and fun to read. The first part of the book tells you where the trend of marketing is going and explains why Periscope is a great marketing tool. It gives you an insight of many studies which I found amazingly fantastic.

The second part takes you through how to use Periscope very very well. It gives you an insight of things that you think you know about but probably don’t! Things like: How to use search, how to build a better profile, how to get more people to join you, and the basics of production for shows, how to use ideas for your business and how to use private Periscope and why, how to engage with workers in your field. And it gives you a Periscope plan for all your ideas.

It gives ideas how to make money out of Periscope and basically opens up your mind for your creativity and the way you manage your business. And you don’t need to be selling anything to use it, for example you can be a teacher and it gives ways to better engage with your students.

*I think it could really help you out and give you many ideas.
I recommend you to buy it!"*

- @JamieSassonTV (in a review on Periscope)

"The book, is an invaluable resource to get ahead the learning curve. Instantly you can become a periscope expert after just one reading. I love this old-school book on this new-world social app periscope. I read the digital version and enjoyed the simple direct design. It reminded me of the Dummy book series that cropped up on all type of subjects.

The magic of this book is that you can read it in one sitting or keep it in your library as a reference. The book is broken down into four sections and is a step by step approach in using periscope.

There are also cool acronym devices that reference different approaches.

I really thought this book was on point and it is a work in progress. I read the first version but sure the contents will evolve as we learn more about periscope. There are also lots of links and interactive exercises.

I've personally had over 300 scopes and after reading this book am excited to apply some ideas and discover the potential for this app to help my business and others. Go ahead and join this social media revolution and download the Periscope app and check out Up Your Periscope! Perry states early on, "80% of success is just showing up" so show up and show off. Start your periscope adventure today. Join the wave of the future today and buy this book. You won't regret it."

- @abcvision Dr. Wilson Triviño http://bit.ly/UYP_Trevino

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My Challenge to you

This is the first book in the world about how to do Periscope.

Since it was published in April a few other competing publications have emerged. I think ***UP YOUR PERISCOPE*** is the biggest, best, most-complete and best value for money. But do please check out these other offers before you decide on which one to buy.

- **Peri Profit** - <http://periprofit.com/> Downloadable book \$67 – no contents breakdown or page count
- **Super Periscope Marketing** - <http://businessdl.com/super-periscope-marketing-cracked/> 10 videos – no duration – 1Gb - \$17.20
- **Periscope Profit Machine / Scoping for Biz** - <http://kimgarst.com/periscope/> / <http://scopingforbiz.com/> 19 videos (no overall duration) \$97-147
- **Periscope Marketing Class** – <https://katielance.leadpages.co/periscopeclass/> 1 hour video and ebook (no contents or page number)
- **Periscope Prospecting Plan** – <http://www.amazon.co.uk/Periscope-Prospecting-Plan-generate-followers/dp/1517244110> kindle £4.57 for 30 pages
- **Periscope Courses** - http://www.dianebernard.tv/store/c1/Featured_Products.html \$76-281 Little info on content for these online courses.
- **Live Stream Profit Machine** <https://www.kajabinext.com/marketplace/courses/4304-live-stream-profit-machine?kjb=LeTDGoR4> 6 videos (no duration) \$147
- **Periscope Marketing Mastery** <http://streamingexcellence.com/public/pages/523a2ab5-2cd0-40e1-8ed0-e2a1ca4d843e.html> video \$27 no duration.
- **Periscope Secrets** - <http://www.coursedor.com/downloads/95-off-periscope-secrets-grow-your-brand-and-social-media-udemy-coupon/> 2hr video \$97
- **The Scoop On Scope** – http://www.amazon.com/Scoop-Scope-Periscope-Pointers-Beginners-ebook/dp/B016S9MIOW/ref=as_li_ss_tl?ie=UTF8&qid=1446682966&sr=8-1&keywords=the+scoop+on+scope&linkCode=sl1&tag=frughomefami-20&linkId=16f0f3ec91aedef9355a0c8a7bd0a1df3 136 pages kindle \$7.99 – book \$9.99

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