



# The Periscope Commandments

Tom  
Spudic

*10 Things To Do Before, During, and After Your Scope To Get More Leads!*

Hello,

Congratulations for investing in yourself and your business by learning how to leverage Periscope as a powerful business building tool!

In this PDF, you will learn important tips, strategies, and resources to immediately use in your Scopes. There are numerous “clickable links” that provide additional training and resources to help your Scopes.

Remember, the key to mastering anything is applying what you learn and doing it consistently. Following the things you are about to learn will help you to create an audience of raving fans on Periscope AND build a great email list, which can lead to big growth in your business.

Your Periscope friend,

Tom





# The Periscope Commandments

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*10 Things To Do Before, During, and After Your Scope To Get More Leads!*

1. Thou Shall Always Have a Plan for Each Scope
2. Thou Shall Use Katch.Me on All Scopes
3. Thou Shall Use Leverage like IFTTT.Com
4. Thou Shall Use Hashtags and Emojis in Titles
5. Thou Shall Tell Them What They're Going to Learn
6. Thou Shall Remind About Swiping, Sharing, & Hearts
7. Thou Shall Tell Them About Your Giveaway
8. Thou Shall Ignore and Block Negative People
9. Thou Shall Give a Call to Action at End of Scopes
10. Thou Shall Watch Scopes (Mentors) & Scope Each Day





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## Periscope Commandment #1

Thou Shall Always Have a Plan for Each Scope

- **Before you begin your Scope, have a clear game plan for the topic and value you're going to share. Great examples include:**
  - **The Top 3 "Must Do" Things To Explode Your Business Using Periscope!**
  - **The Simple Step You're Missing At The End of Your Periscopes That is Costing You \$1000's**
  - **5 Things I Just Learned From A Periscope Guru that You Can Start Using on Your Next Scope to Get 5+ Leads a Day!**
  
- **Be sure to use your topic in your Scope description!**





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## Periscope Commandment #2

Thou Shall Use Katch.Me on All Scopes

- **Katch.me is a free service that connects to your Twitter account and “catches” all your Scopes and allows you to:**
  - Automatically Tweet a replay link from your Twitter account OR Tweet you a link to your replay.
  - Make your replay recording “private or public”
  - Embed your Scope on a blog or webpage



**Katch**





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## Periscope Commandment #2 (Cont.)

Thou Shall Use Katch.Me on All Scopes

**Click the Settings Tab to Get To This Screen**





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## Periscope Commandment #2 (Cont.)

Thou Shall Use Katch.Me on All Scopes

The screenshot shows the Katch app interface. At the top is a red header with the Katch logo and navigation links for 'My Videos', 'Settings', and 'Log out'. Below the header is a user profile for Tom Spudic (@TomSpudic) with a bio: 'Your success is my goal. I'm a husband, father, entrepreneur, author, speaker, and consultant in MN. Let's connect and start creating abundance in your life!' and location 'Originally from IN, Now in MN'. Three video scopes are displayed in a row. The first scope is titled '#networkmarketing chat on #periscope - bring some questions and let's chat.' and features a thumbnail with a yellow 'SSDK' sticker and a 'Click Here For Free Recording' button. The second scope is titled 'Quick #periscope test - please help with a comment and some hearts' and has 3 views. The third scope is titled 'Quick #periscope and IFTTT app recipe test - come say hello' and has 1 view. Below the scopes, three red arrows point to the download, edit, and embed icons at the bottom of each video thumbnail.

**Click These Icons To Download  
Edit, or Embed Your Scopes**





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## Periscope Commandment #3

Thou Shall Use Leverage like (IF app) IFTTT.com

- Leverage in this example means using tools and technology to do work for you while you do other things. This allows you to get more done with less work and time! Using leverage in as many ways as possible is a critical part of business success!
- IFTTT.com is a free service (and app for Androids and iPhones) that allows you to set “recipes”, which work on autopilot to connect your social media accounts and post content from one account to another. This is great leverage!



Search



Browse Recipes

Sign in

Sign up





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## Periscope Commandment #3 (Cont.)

Thou Shall Use Leverage Like (IF app) IFTTT.com

IF Recipes run automatically in the background.

Create a Recipe

if  then 

created 3 days ago  
last run 3 days ago  
run 6 times

If new tweet by @TomSpudic with hashtag #periscope, then create a link post on Building Your Biz

**Quick reminder:** When you turn a Recipe off then back on, it resets as if you had just created it.



[Click Here For A Free IFTTT Training on YouTube](#)





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## Periscope Commandment #4

Thou Shall Use Hashtags and Emojis in Titles

- Hashtags are words that are typed next to a pound (or number) sign that have no spaces between them, which are used on Twitter to help people find tweets about topics they are interested in → Example is #businessleads
- Use hashtags that are relevant to your Scope topic AND that people are searching for on Twitter to attract them into your Periscope.

You can search hashtags  
<http://search.twitter.com>

Or

<https://hashtags.org>





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## Periscope Commandment #4 (Cont.)

Thou Shall Use Hashtags and Emojis in Titles

- **Emojis = icons, pictures, and symbols used in texts/posts. They are great to get attention and let people know about you, your topic, or your mood.**
- **If your phone doesn't have them on your keyboard already, there are many apps that you can download to start using them.**





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## Periscope Commandment #5

Thou Shall Tell Them What They're Going To Learn

- **Value** – As you welcome people to your Scope (by name when possible) and ask them to share where they are joining you from, tell them the topic you'll be discussing in your Scope. The purpose of this is to quickly let them know why they should stay on the Scope and what they will learn by being there.
  - *Give people a minute (or whatever time you feel comfortable with) to get into the Scope and repeat the topic again before you get started sharing your content.*

**HERE'S WHAT YOU'LL LEARN**





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## Periscope Commandment #6

Thou Shall Tell Them About Swiping, Sharing, & Hearts

- **Swiping Up and Swiping Right** – Once you’ve welcomed the people to your Scope and told them the topic, be sure to remind them to swipe up (Android) and swipe right (iPhone) to share your Scope with their followers on Twitter.
  - Remind them to follow you and that you’ll return the follow after the Scope.



- **Hearts** – These are equal to “Likes” in Facebook. People can give “likes” by tapping their screen.
- **Bonus** – *At the start of your Scope (and during) remind people that after the Scope, you will check and see the person who gave the most hearts. If the person is following you, then you will give them a free training on a topic of their choice.*



[Click Here For Training You Can Give Away For Your Bonus And Get Leads](#)





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## Periscope Commandment #7

Thou Shall Tell Them About Your Giveaway

- **After you've followed the other "Scope Commandments", be sure to tell people that you have a special gift for them at the end of the Scope. You can say something like:**

*"At the end of this Scope, I have a free (insert giveaway AND benefit for them), so be sure to stay with me on the entire Scope."*



- **There are many resources you can leverage as giveaways in exchange for a person's email address, so you can email them your valuable content AND build your email list including:**
  - ✓ An interview with an expert
  - ✓ A Collection of Your Past Scopes
  - ✓ Blog Posts or YouTube Videos
  - ✓ Notes From A Workshop or Training



[Click Here For Training You Can Use As A Giveaway And Get Leads](#)





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## Periscope Commandment #8

Thou Shall Ignore and Block Negative People

- Remember that you're doing your Scopes to help people and you get to set the conduct for participation in your Scopes. If someone is posting rude or negative comments, simply "block" the person and don't give them any further attention. You can block a person during or after your scopes.
  - When you first start doing your Scopes, you may have 100's of people or a few people on your Scopes. Whatever the number, remember that consistency and providing value will help build your audience. There are people in the world who need your information, passion, and for you to share in order to help them succeed!





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## Periscope Commandment #9

Thou Shall Give a Call to Action at End of Your Scopes



This means you give your audience a specific direction or step to take at the end of your Scopes. This is where you follow through on Commandment #7 (your giveaway) by saying something like:

“As I promised earlier, I have a special gift for all of you today, which is (insert the gift and the benefit). You can get this free gift by visiting (insert your website) or social media link/address.”

- **Remember – the goal of this step is to build an email list for your business. According to recent statistics, 80% of new sales happen between the 5<sup>th</sup> and 12<sup>th</sup> contact with a person. Examples of “contacts” include Periscopes, emails, conversations, social media interactions, videos, phone calls, etc. Without consistent contact with your leads, many of them will become distracted or forget about your offer. You have to stay in front of your audience in as many ways as possible and as often as possible!**





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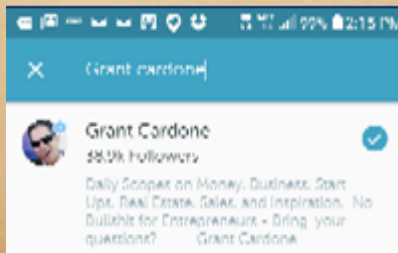
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## Periscope Commandment #10

Thou Shall Watch Other Scopes and Scope Each Day

- **Periscope has changed the world in 2 significant ways:**
  - Allows you to get repeated and live training from experts at the push of a button
  - Allows you to connect live with potential leads across the world
- **Find Mentors on Periscope: Never before in history have we been able to follow mentors in real time from across the world. These people are sharing their wisdom every day, so take advantage of the unique opportunity and learn from them!**



@grantcardone



@marieforleo



@garyvaynerchuk





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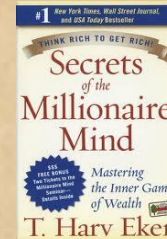
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## Periscope Commandment #10 (Cont.)

Thou Shall Watch Other Scopes and Scope Each Day

**Consistency**  
is the 



**“Every master was  
once a disaster.”**

*T. Harv Eker*

- **Be consistent and do at least 1 Scope per day**
  - By following the Periscope Commandments, you have a step-by-step formula that will produce results when you consistently apply them. As with anything, we greatly improve our skill by practicing, learning new skills, and repeating the process.





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## 2 Important Next Steps

Applying Periscope Commandment #9 - Call to Action



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\$50 Value

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Complimentary VIP Coaching Session!



(There is 5 question survey to complete in order to qualify for the session)

