

# Periscope

# Ideas

# Cheatsheet

**33 Things You Can Broadcast To Grow  
Your Channel, Share Your Expertise And  
Build Your Reputation**

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# Periscope Ideas Cheatsheet: **33** Things You can Broadcast To Grow Your Channel, Share Your Expertise and Build Your Reputation

1. Share a Personal Experience or lesson learned related to your Topic/area of expertise.
2. Interview others - thought leaders, product users, vendors, experts your audience would like to hear from.
3. Review products, books, movies, etc. related to your topic because Periscope is visual and so easy to begin, product demonstrations are a natural fit.
4. Host a Q & A - Host an Ask me anything session and invite people to pick your brain. Use those questions to them build and create other Periscope episodes.
5. Share things you learned from a book, blog, event, etc.
6. Share your favorite quotes and what they mean to you.
7. Demonstrate specific, step-by-step how-to scopes on something you know how to do.
8. Share a list of your favorite books or authors, and tell why. Use the books as props. Read a short passage from one of the books.
9. Talk about how you achieved something extraordinary and show your audience how they can too.
10. Explain things you wish you had known or done differently.
11. Research and share some little-known facts relating to something or someone in your niche.

12. Pick a problem that you see and talk about how you'd like to see it fixed.
13. Do a broadcast in response to someone else's scope (If sex sells, controversy outsells).
14. Share your personal views about a recent news event.
15. Compile a list of frequently asked questions – and answer them.
16. Host a Reality Show - think Housewives, Shark Tank, American Idol, Dance Moms, Storage Wars.... etc.
17. Do some magic.
18. Share a favorite resource/recipe.
19. Create and share your Top-ten Lists.
20. Tell Your Story - everyone wants to know the back story - why did you go into your chosen business/profession? Tell your audience.
21. Film a Live Event you are hosting.
22. Broadcast at a Trade Show, Business Fair, Expo.
23. Film speakers during an Event (I would ask their permission first).
24. Curate Content from other sources to share.
25. Have a contest or challenge.
26. Introduce your audience to other Broadcasters.
27. Host a Live Focus Group - Looking for input on a new product, service or feedback on some part of your business?

28. Mastermind with others - Use these to brainstorm ideas to grow your business (and theirs).
29. Tours - give a tour of your Office, your store, your spa, your hotel. If a picture tells a thousand words, then how many words does a broadcast say???
30. Take people behind the scenes of your business. Show them what you and your team do.
31. Do one on one training (use the private broadcast feature for that).
32. Share the News - what's the latest news in your industry, your community? Share it? Have a super-cool event coming up? Talk about it - invite people to register and network with them.
33. Share Case studies - Case studies are a great way to disseminate meaningful data in an interesting way.

**Be sure to follow me on Periscope @HeidiRichards to see how I use these ideas to build my channel - (I will follow you back).**

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