

# Take your Puppet Show Online!



Type "1" into the Chat Box if you can read this.

# Now We're Talking

**Here's a brief outline. I like outlines!**

1. Learn about each major streaming platform, pros & cons, tech & software, provide links to tutorials
2. Make a streaming / monetization plan, how to stream online content, when to ask for money
3. Execute your plan and what comes next
4. Live Q&A

## **Qualifiers:**

- These are general answers, there is no "one size fits all" answer to your situation
- Everyone here has various levels of knowledge so this is going to be broad
- Chat your specific questions, we will crowdsource them
- If you didn't get what you need, please ask your question in the FB group:  
<https://www.facebook.com/groups/2440493499506372>



# WHO IS THAT GUY TALKING?

Chad Williams

[WonderSparkPuppets.com](http://WonderSparkPuppets.com)

Filmmaker, A/V technician, Social Media, Business Owner, Puppeteer

# BREAK IT DOWN



**01**

## How to Stream

Do you have what it takes?  
Literal requirements

**02**

## Make a Plan

Choose a platform,  
schedule, pizza toppings

**03**

## Gettin' Paid, Son

How to monetize without  
devaluing your art

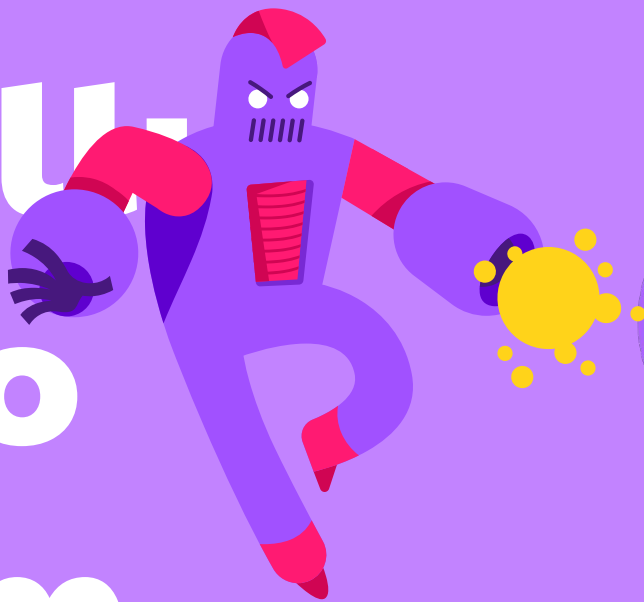


“This is a quote. Words full of wisdom that someone important said and can make the reader get inspired.”

—**Someone Famous**

# Literally How to Stream

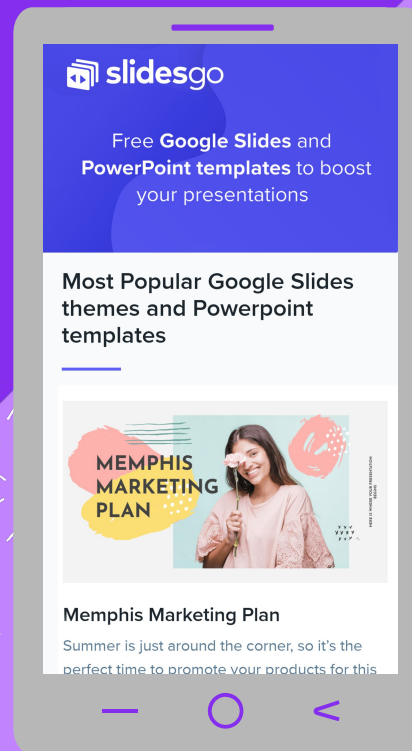
It's not hard...if you have good internet.



# 01

# THIS IS IT

Let's just get this out of the way, your phone is the easiest way to do it.



# HOW TO STREAM

Camera + Internet Connection

Test your Upload speed: **SpeedTest.net**

Minimum of 3.6 MBPS upload speed,  
recommended 8MBPS

People like:

- HD or better
- Clean, crisp image and smooth audio
- Good lighting and no “um”s







**Logitech c920**

Don't pay more than \$60-90 for this. Price gouging is real!

**01**

## Starter Gear



**Solid USB Mic**

**02**

Literally anything in the \$100 range will do. Make sure it plugs into your device.

# Different Setups

#01:

- Streaming live with laptop camera + webcam, podcast mic.
- Multiple camera angles, live switching, screen sharing.



# Different Setups

#02:

- Pre-recorded only, stream the edited video later.



# Different Setups

#03:

- Streaming live with laptop and phone, recording in HD on a nicer camera for backup / editing.





# Different Setups

#04:

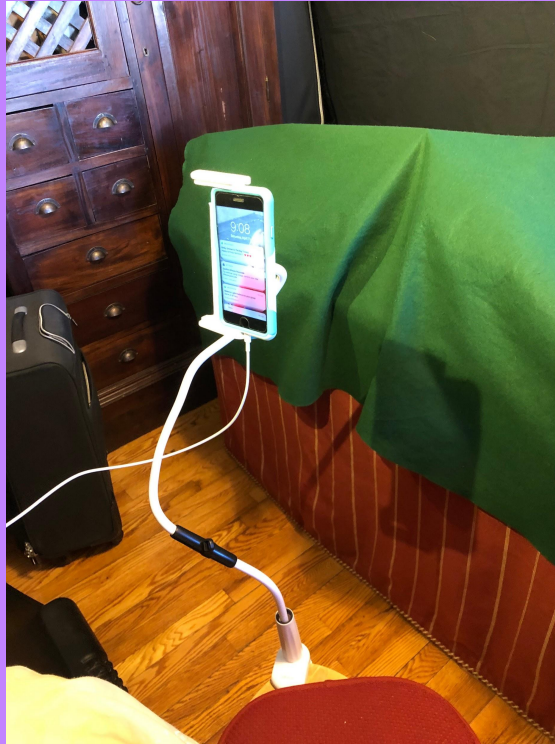
- Streaming with phone only. With a cheap phone holder you can do an overhead angle.



# Different Setups

#05:

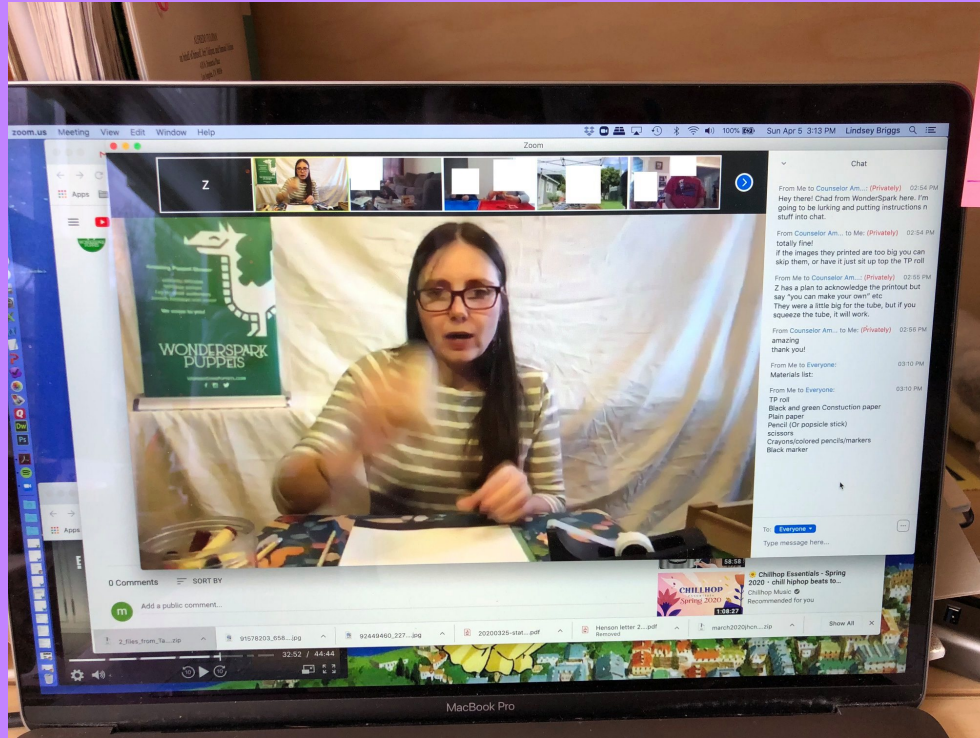
- Streaming with phone to Instagram. IG & TikTok only allow phone recording\* and it has to be vertical\*.



# Different Setups

#06:

- Streaming to Zoom with a laptop camera. Control what your viewers see, interact directly, share screen / videos.



# THE BIGGEST PLATFORMS

## Facebook Live

Parents and older are here. Great content control. Easy to set up.

## Twitch

You will pay for a monthly service to make your channel run itself, great monetization, all young people.

## TikTok

Tweens to Twenty-somethings, memes galore, music and lip-synching

## Instagram

Vertical videos only\*, content disappears after 24 hours.

## YouTube

Easy to set up, great content control, will not stream in HD from phones.

## Zoom

Private streams with live video interaction, content control, you can boot users and set up passwords.





# I AM PASTING THESE INTO CHAT RIGHT NOW

- FB Live: <https://www.youtube.com/watch?v=x7CZHtEfXDw>
- Instagram: [https://www.youtube.com/watch?v=m\\_nDclr6HW0](https://www.youtube.com/watch?v=m_nDclr6HW0)
- YouTube: <https://www.youtube.com/watch?v=YE4xwkIJtWA>
- Twitch: <https://www.youtube.com/watch?v=wt-ac45JQaU>
- Zoom: <https://www.youtube.com/watch?v=QOUwumKCW7M>
- TikTok: <https://youtu.be/oLR7grenit8?t=60>

# BUT WAIT:



## Multi-camera

Buy many cameras, hook them up to the same device, control with \$\$ software, Zoom or OBS.

## Show my Screen

Buy \$\$ software with a monthly plan, use Zoom or OBS.

## Stream to 2+ Platforms at once

Use \$\$ software to do this, or OBS (free). Plug-in services like Cast, Restream, etc will send your stream to multiple destinations at once.

OR just have two tabs open at once, or use your phone / desktop



# But Wait, OBS is FREE! StreamLabs OBS (slobs) is the Industry Standard!

It's also:

- incredibly non-user-friendly
- tutorial intensive
- get ready for paid plugins

02



# Making a Plan

What's better than 1 sword?  
2 SWORDS.



# THE BEST PLATFORM FOR YOU

## I Need To:

- Interact live
- Take requests
- Play pre-recorded video
- Perform live and chat
- Perform live and no chat
- Live collaboration between artists

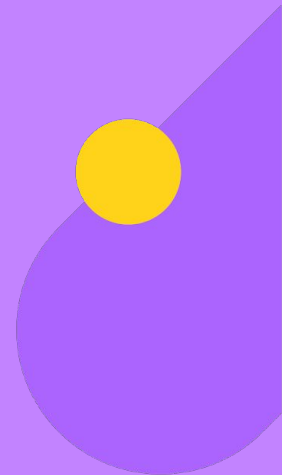
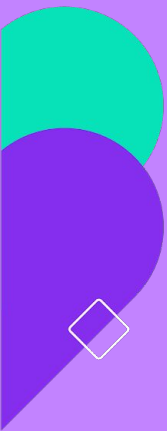
## Ask Yourself:

What should I give away for free, what can I offer behind a paywall?

Public streams VS private streams, live VS pre-recorded

What would people actually pay for right now - put yourself in your audience's shoes

Who IS your audience?



# MONETIZATION IDEAS



## Donations

Ask for donations, be direct, give links, give options for mobile users

01

## Merch

Sell merch, physical items or emojis

02

## Services

What do you provide that people will pay for?

03

# MONETIZATION IDEAS

## Backers

Get weekly or monthly supporters, give them perks, discounts, insider info, your ear

04

## Sponsors

People or businesses give you money to plug them before / after streams

05

## Ads

Pre or Post-Roll advertisements, endorsements, etc

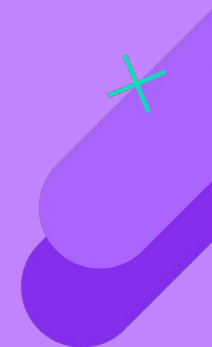
06





# Real Ways People Are Making \$\$ Right Now



- Private Performances
  - Using Free Shows as Ads for their Online Shops
  - Live Puppet Chats
  - Pre-recorded Puppet Messages
  - Charging a % to Connect Performers to Audiences
  - Putting Videos of Performances behind a Paywall
  - Tips on Twitch
- 





**Being a  
Streamer  
means hard  
work forever.**

# BEING A STREAMER IS HARD

## Effort

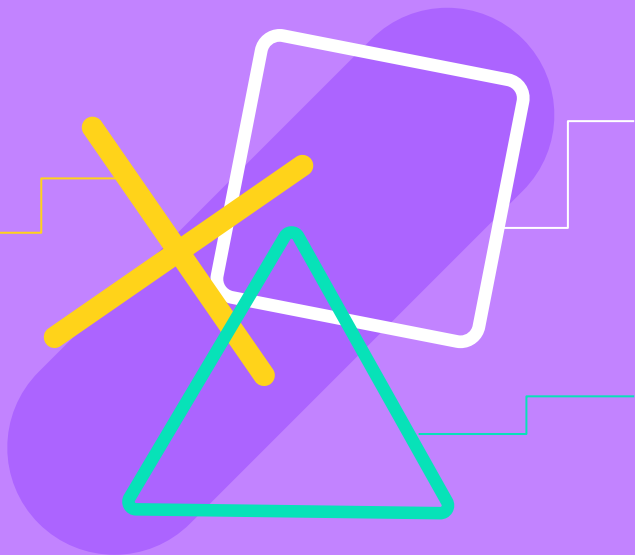
Learn everything,  
new steps each day,  
new collabs + friends

## Time

Endless days of sharing,  
engagement, content  
creation, repeat

## Luck

Most streamers  
barely make  
minimum wage



# GROWING A COMMUNITY

## Get Word Out

Greatest artist in the world  
dies penniless (nobody knew  
they were good)



## Call to Action

Tell people how they  
can help, be direct,  
simple, focused



## Parasocial

Give people a  
reason to come  
back, make them  
feel good



## Control

Give some creative  
control to give to  
your patrons and  
collaborators



**On second  
thought, what  
can I offer that  
takes 0% effort  
but gives me  
100% gains?**





# Who Are You?

Describe what you do in 1 sentence in Chat.

# YOUR BRAND

What makes you different than anyone else who does what you do?

Look up other people who do what you do for inspiration or to see what differentiates you.

Who is your target audience, be as specific as possible, how can you reach those people

**Ukelele  
Players**



**90%**

**Storytellers**



**60%**

**Solo Artists**

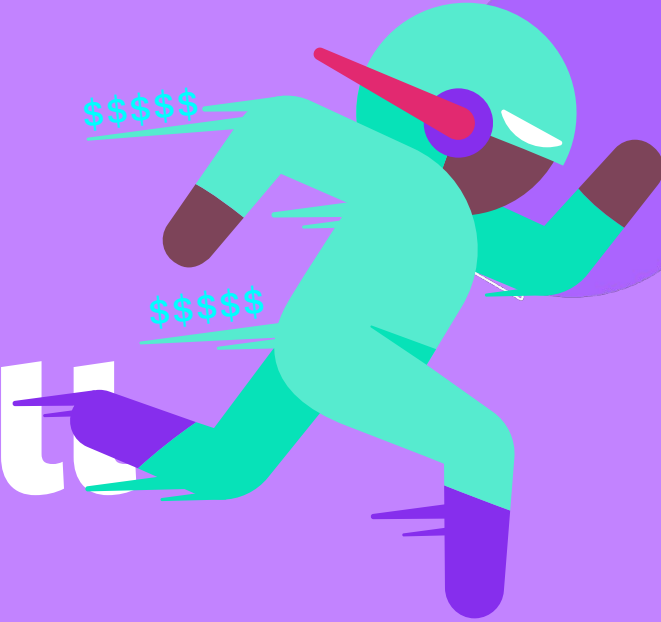


**30%**

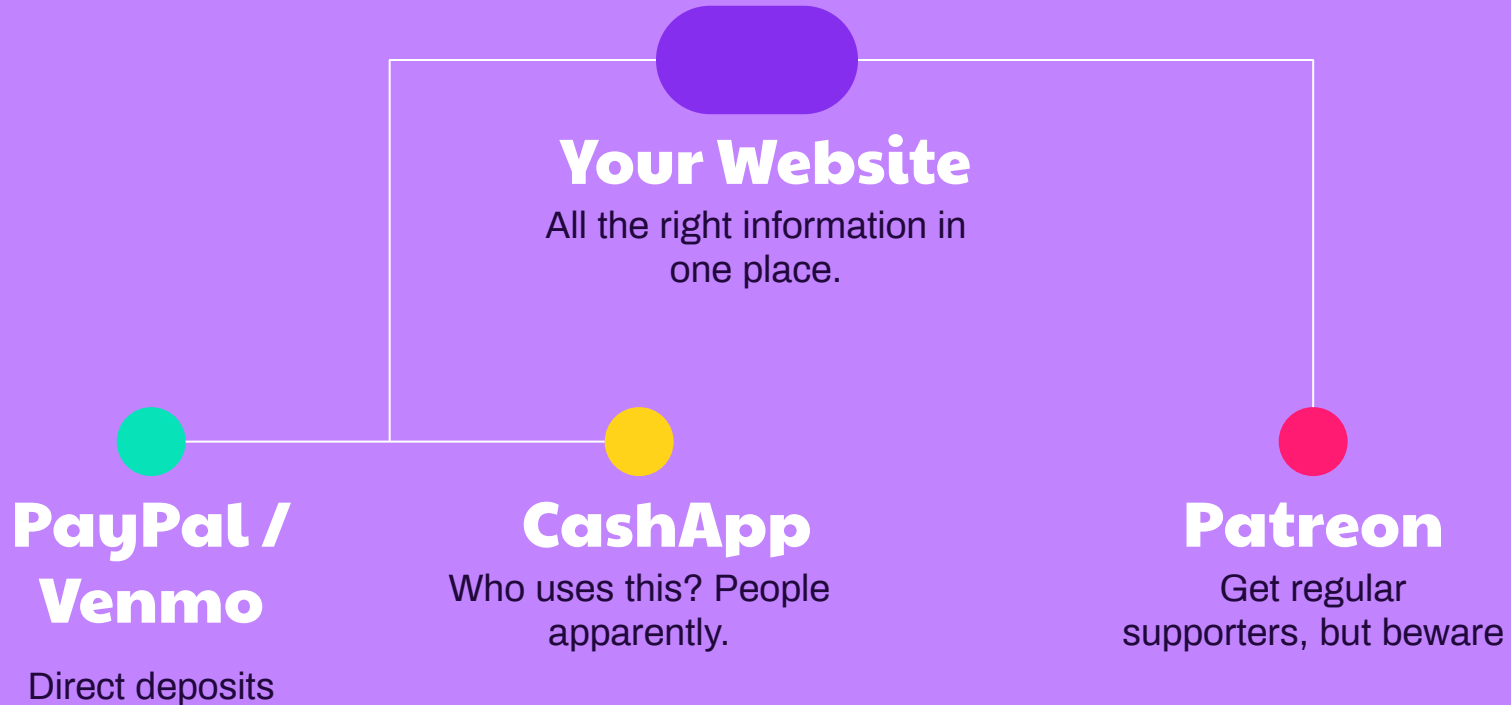
03

# Gettin Paid Y'all

Fat stacks of internet dollars



# WHERE TO SEND PEOPLE WHO WANT TO PAY YOU:

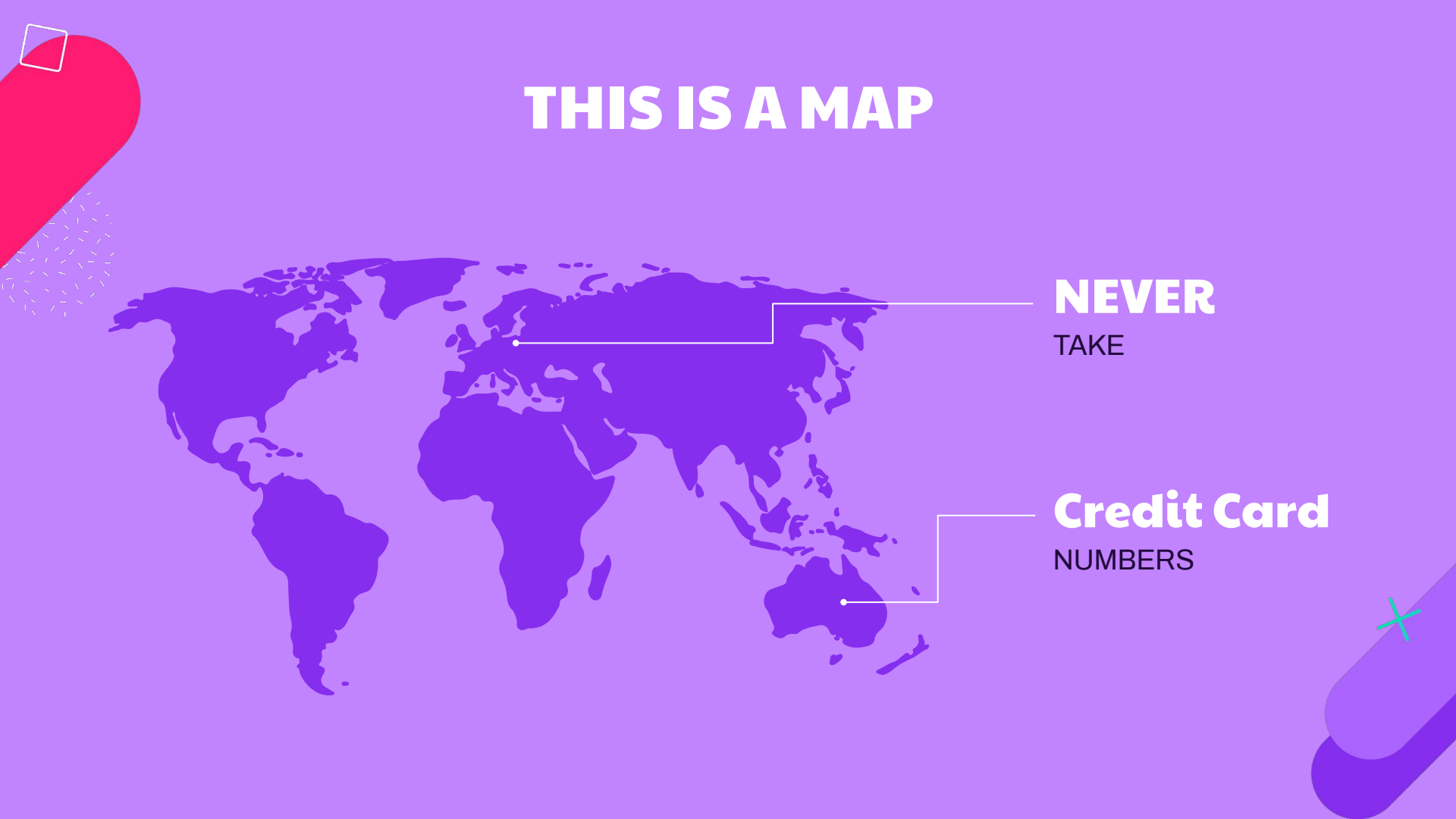





# THIS IS A MAP

**NEVER**  
TAKE

**Credit Card**  
NUMBERS



# Schaffer The Darklord

 Schaffer the Darklord is live now.  
1 hr · 🌐

Schaffer the Darklord presents a very special live hol...

LIVE

👁 218

**PATREON**

[patreon.com/schafferthedarklord](https://patreon.com/schafferthedarklord)

**VENMO**

@markschaffer718

**PAYPAL**

[schafferthedarklord@gmail.com](mailto:schafferthedarklord@gmail.com)



**Dakota Davis**

Mic costume change!




**Len Pal**

Replying to Damian

No coif for you!



 **Sharer**

**Ranchel Williams**

I love seeing my favorite artist  
supporting each other, hey  
Frontalot !!

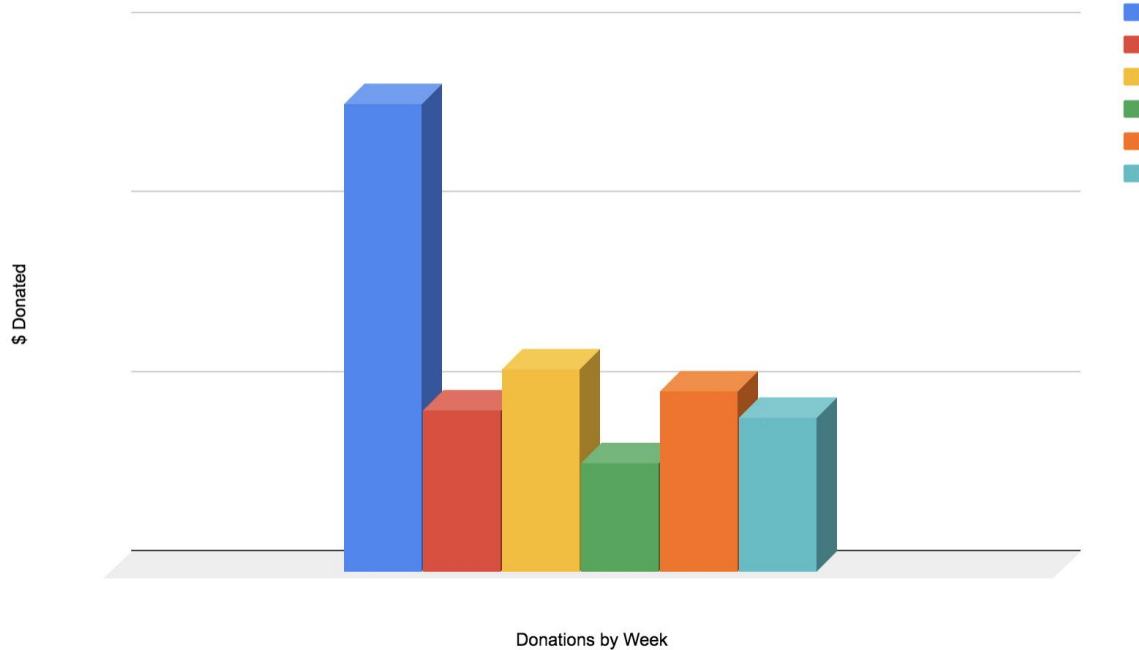




# 4,498,300,000

This is a really big number.

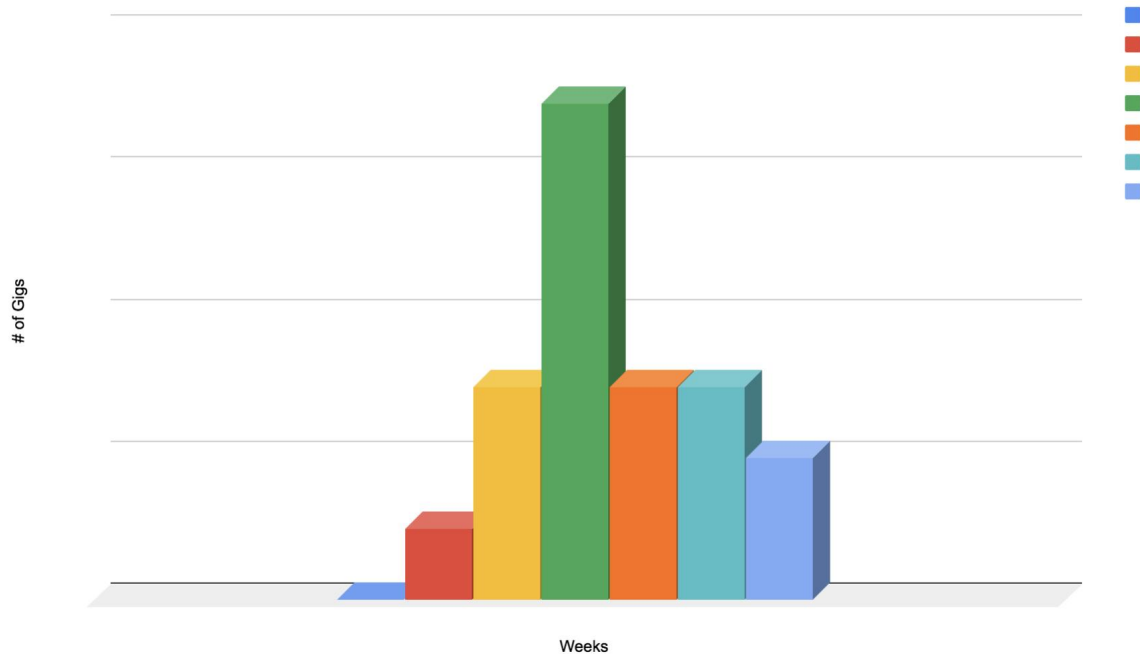
## Donations



# Our Actual Numbers

Type "Graph" in chat <3

## Paid Streams



**Oh wait,  
All is  
Not Lost**

Type "\$\$\$" in Chat

# RATES

Will you get paid the same rate as before?

## YES

- High Quality
- Utilize Platform
- All the Justifications for your Pre-COVID Rate (education, play, teacher break, etc)

## NO

- Travel
- Direct Interaction (no screen)
- Long Attention Spans
- Same Feeling as Live



# BABY STEPS



## Camera

What will you use for video / audio?



## Internet

What platform will you use to reach people?





## Schedule

What can you consistently put out without dying?



## Payment

What will people pay for, and what will you give for free?



# Where Will You Be In:





# LET'S COLLABORATE!

## Help Each Other Out

We are stronger  
together



## Collaborate, Not Compete

Same artform,  
different artists



[illegible]

# THANKS!

Time for some Q&A.

[chad@wondersparkpuppets.com](mailto:chad@wondersparkpuppets.com)

Puppet Show Fridays at 11am EST



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