

START LIVESTREAMING

CHECKLIST

Phase 1: Idea & Planning

Find Your Topic/Niche

If you are reading this, you probably already have an idea of what you want to live stream. With the internet, any hobby or interest has the potential to reach millions of people. Pick an area you are passionate about and where you can provide the most value.

Think about what type of audience you intend to attract and make sure to have a clear topic for your streaming channel. Is it going to be gaming, art, educational streams or something else?

What are you going to livestream?

What is your target audience?

Come up With a Name

Write down a list of potential names for your channel. Combine words, use name generators, or brainstorm ideas. Check the name availability on social media and as a website domain.

Name Types:

- Personal Names
- Descriptive Names
- Made up Names (Combinations)

Write down five potential names for your channel:

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Phase 2: Equipment & Broadcasting

Set Up a Broadcasting PC

Streaming takes up a lot of resources on a PC. Make sure to check that your computer can handle streaming. If you are going to stream gaming content, this is even more important.

Generally, a laptop provides portability, while desktops usually have more USB ports and options for future upgrades and expansions. Whatever you go with, make sure your computer meets these recommended requirements:

Recommended Requirements:

- Intel i5 CPU or higher
- At least 8GB of RAM
- As many USB ports as possible

Single PC Setup (Recommended for Beginners)

A Single PC setup is when you record and stream on the same computer. The single-setup option is the easiest, but streaming a video game can lead to performance issues.

Dual PC Setup

- A dual pc setup deals with performance issues by using two computers, spreading the resource load. One computer is recording/playing a game while offloading the streaming to a second PC. Most big gaming streamers use this setup.

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Pick a Camera Device

- Webcam (Recommended)** - Right of the start, we recommend starting with a webcam. They are easy to connect to your PC and can offer good quality video. There are many web cameras built for streaming like:

- **Logitech C922 Pro Stream**
- **Razer Kiyo**

- External Camera** - You can connect any camera with an HDMI output to your computer. This usually requires a capture card. The benefit of connecting a DSLR or another camera to your computer is better quality and higher control of the image.

Pick a Microphone

Bad audio can quickly turn away viewers from your stream. Make sure to invest in quality sound for your content. We recommend getting a **USB mic like Blue Yeti**.

Setup Recording Software

Next, you will need to install a recording software on your PC. For new streamers, there are mainly two options to get started with:

- OBS Studio** - OBS (Open Broadcaster Software) is the standard recording software used by streamers. It is an entirely free, open-source software.
- Streamlabs OBS** - This is a version of OBS that is more tailored toward gaming-related streams. It offers an easier-to-use interface than the standard OBS.

Check your Internet Connection

Having a good internet connection is critical for live streaming. You want to have a stable bandwidth. We highly recommend a wired connection over wifi. Use www.speedtest.net to check internet speeds.

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Create a Layout

Set up Graphics

Graphics are a big part of the branding of your channel. They include everything from overlays, donation buttons, and more.

Set up Alerts

Alerts are pop-ups that appear on your stream when some action was taken. There are donation alerts, chat alerts, and more.

You can find streaming graphics packages at [Nerd or Die](#), or you can have one created at [Fiverr](#) for cheap. It is also possible to create your own branding and graphics using tools like [Canva](#) or Photoshop.

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Phase 3: Livestream & Interact

Pick a Streaming Platform

Choose which platform you want to stream on. There are mainly three big players today:

- Twitch** - Biggest audience. Dominated by gaming-related streams.
- Youtube Live** - Youtube Live has a big and diverse audience for different kinds of streams.
- Facebook Live** - A relatively new player, there are a lot of opportunities for early adopters.

Do Your First Livestream

Before Going Live:

- Let some people know you are streaming before you go live. You could post on social media, tell your friends or family.
- Always do a preview check before going live. Test your setup in OBS, as well as your microphone and camera.
- Double-check that your stream title is correct.

After the Stream:

- Save the broadcast and download it if possible.
- Double-check that you are offline and that the webcam and microphone are off.

Set a Streaming Schedule

Set a clear streaming schedule and communicate it with your audience, so they know when to expect you to go live. Keep doing live streams consistently, and do not give up.

How often will you live stream?