



Periscope Business Academy



A quick guide to Periscope
and
why you **MUST** be on it!





What is Periscope?

Periscope is a live streaming video mobile app that enables users to broadcast live to the world in real-time.

Users can also watch others scoping via Periscope on their mobile and smart devices as well as on the Periscope.tv website & join in the conversation via text messages in the live scope.

The broadcasts (called Scopes) are only viewable via Periscope for 24 hours.

Periscope is owned by Twitter and launched at the end of March 2015.

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Introduction

Hi there! I'm Dickie Armour.

I can't begin to tell you how excited I am about Periscope! I've been very active on social media since 2006 and I have over 18,000 followers on Twitter but I have never known such a deeply, engaging platform as Periscope!



And with over 15m* people who have downloaded the app there is a HUGE opportunity for you to grab your slice of the action!

The following is just a starter for 10 really. If you want to smash it out the park with Periscope to help you get more attention for you business and win new customers then read on!

* As of September 15th 2015

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I want to help you get and stay Motivated every week!

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What Periscope looks like!

This screenshot is the homepage of the app when you open it on your device.

It's the TV window that shows you which of your followers are live along with a list of recent scopes.

I'll explain the other buttons later in this eBook.

