

How to Start Live Selling Today

The Essential Equipment Checklist



Live selling is the powerful e-commerce strategy that lets brands and retailers interact with their shoppers in real time, fostering a sense of community that increases customer loyalty and skyrockets sales.

Successful live sellers have increased revenue by more than 200%, making this a lucrative next step for retailers looking to grow.

The good news? Getting started is simple.

The 3 Essentials

Retailers only need three essential pieces of equipment to start live selling.

01. Smartphone

Live sales can be streamed straight from an Apple or Android smartphone. Make sure you use a smartphone with at least a 12MP camera to ensure crisp video quality.



02. Ring Light

Ring lights cast an even glow on video hosts and help reduce shadows, giving viewers a quality look at the inventory. We recommend starting with at least one 18-inch ring light that has a phone mount.

03. Laptop

A laptop will give live sale hosts easy, visible access to sales data, customer questions, viewer counts, and more throughout the stream.



Additional Equipment to Take Your Live Sales to the Next Level



A Second Smartphone

Use the front-facing camera on one phone to frame your livestream and keep an eye on how your stream looks to shoppers. Use the higher-quality back camera on the other smartphone to capture and stream HD voice and video to your viewers.



32-Inch TV

Use a 32-inch (or larger!) TV as a monitor and an HDMI cable to connect to your laptop. With live sale information clearly displayed on a large screen, hosts can engage with products without having to squint or bend over a laptop.



Thermal Label Printer & Barcode Scanner

A thermal label printer to print and stick labels on products will help you categorize and organize them quickly. Pair the label printer with a barcode scanner to easily scan products into your live stream as you go along.



Ethernet Adapter With Charging

Wired connections are more dependable than wireless ones. An ethernet connector that also lets you charge your phone will improve the live selling experience for you and your viewers. Opt for an adapter that also charges your phone!



Room Essentials

A study table to hold and organize all of your equipment, a customized backdrop with features that create a brand-centric aesthetic, and a helping hand to manage customer questions ensure smooth sailing will make all the difference.



Live Selling Software

The right live selling software will handle all back-end operations so you can focus on hosting. CommentSold allows you to automate your live sales, displays all relevant product information for shoppers, and links details from all selling channels into one useful display for sellers.

Ready, Set, Go Live!

When properly equipped, hosting live sales is simple. Successful live sellers with CommentSold have earned up to **\$1,200** a minute during their streams.

Don't wait another second! Transform your retail strategy today with live sales from CommentSold.

[request your free trial](#)