

YCX LIVE SELLING PLAYBOOK

Feature-Advantage-Benefit (FAB) on Live

Feature-Advantage-Benefit (FAB) on Live — operator-grade playbook from YCX on fab live selling. Benchmarks, frameworks, templates and a 30-day plan you can ru

Category: Live Selling Sales Techniques

Keyword focus: fab live selling

Reading time: 16 min · companion to blog post

Source article: ycx.ai/blog/feature-advantage-benefit-fab-on-live

Inside this playbook

- Pre-stream preparation checklist
- On-air sales script with FAB + objection map
- Live trial-close cadence and power-language bank
- Post-stream debrief and 7-day improvement loop

Pre-stream checklist

Run this in the 60 minutes before going live with fab live selling.

STUDIO & GEAR

- & Camera framed at chest-up, 9:16 portrait, eyeline locked to lens
- & Three-point lighting balanced; check for shadows on product surface
- & Audio chain: lav or shotgun mic + interface; -12 dB peaks
- & Two failover internet links (primary fibre + 5G hotspot)
- & Stream key tested on platform of record; replay recording enabled

PRODUCT & PRICING

- & Top 3 SKUs staged in arm's reach with backup units
- & Anchor price + flash price + bundle price all written on cue card
- & Sample qty confirmed; inventory check vs forecast viewers
- & Discount code typed into chat-pin draft (not posted yet)

HOST & SCRIPT

- & Hook bank: 12 opening lines reviewed; top 3 starred
- & FAB sheet on hand for every SKU (feature !' advantage !' benefit)
- & Objection map: top 5 anticipated objections + scripted rebuttals
- & Voice warm-up done (5 min); water within reach; phone on DND

On-air sales script

Applied specifically to fab live selling. Adapt the language, keep the structure.

0:00 – 0:12 · HOOK (THE PRODUCT)

- Pattern interrupt: motion + bold claim tied to fab live selling.
- Promise the payoff: "In the next 8 minutes I'll show you exactly how..."
- Visible proof: hold the product, show the outcome, name the price ceiling.

0:12 – 2:00 · FAB WALKTHROUGH

- Feature: name the spec without jargon.
- Advantage: contrast vs the next best alternative the viewer knows.
- Benefit: translate to the viewer's life in one sentence ("so you can...").

2:00 – 5:00 · TRIAL CLOSES EVERY 60–90S

- "Type 'YES' if you want one." — count and react to the chat.
- "Hands up if size M, hands up if size L." — micro-commitments.
- "This is the price for the next 5 minutes only." — anchor + scarcity.

5:00 – 7:00 · OBJECTION MAP (TOP 5)

- "Too expensive" !' reframe vs cost-per-use, then bundle.
- "I'll think about it" !' "Totally — here's what changes if you wait."
- "Will it fit/work for me?" !' on-camera demo + size/spec guide.
- "Shipping?" !' exact lead time + free-ship threshold.
- "Returns?" !' name the policy, then move on. Do not over-sell trust.

7:00 – 8:00 · ASSUMPTIVE CLOSE

- "Tap the pinned link and pick your size — I'll wait."
- Show the cart on screen; call out 3 buyers by name.
- Next-SKU bridge: "If you grabbed the X, you'll want the Y next."

Post-stream debrief

Run this within 24 hours. Reps without postmortems do not compound.

NUMBERS TO CAPTURE

- Peak concurrent viewers; average watch time; 12-second drop-off rate
- Conversion rate per SKU; AOV; bundle attach rate
- Per-minute GMV curve; identify the top 3 spikes and what triggered them
- Chat sentiment: % positive / questions / objections

QUALITATIVE REVIEW

- & Re-watch the opening 12 seconds — does the hook still land cold?
- & Tag the 3 strongest trial-close moments for the hook bank
- & Tag the 3 worst dead-air moments and write a replacement line
- & Note any unanticipated objection — add to the objection map

7-DAY IMPROVEMENT LOOP

- Day 1: ship the debrief; update the hook bank and objection map
- Day 2–3: rehearse weakest moment with a coach or co-host
- Day 4: run a 30-min targeted re-test on the weak SKU
- Day 7: review against last week's numbers; ship one structural change

Next steps

Read the full article at ycx.ai/blog/feature-advantage-benefit-fab-on-live.
Apply as a host at ycx.ai/apply or book an MCN demo at ycx.ai/mcn.

