

# CONFIDENCE ON ZOOM



WITH ALEXA FISCHER

# Contents

<b>SECTION ONE: Getting Started</b>	<b>5</b>
LECTURE 1: Welcome! Here's how to get the most out of this course	5
LECTURE 2: The Workbook: a complete guide	5
LECTURE 3: Sneaky thoughts: Identify the fears that are holding you back	5
LECTURE 4: Setting goals and staying motivated	7
LECTURE 5: Take action! Getting started recap	9
<b>SECTION TWO: Zoom Basics</b>	<b>10</b>
LECTURE 6: Zoom basics: what to expect	10
LECTURE 7: Signing up + selecting your plan	11
LECTURE 8: Quickstart challenge – Host your first meeting!	11
LECTURE 9: Let's PLAY – Have fun with video filters	11
LECTURE 10: Exploring the Zoom settings	11
LECTURE 11: Inside a Zoom meeting: exploring the bottom bar	12
LECTURE 12: A demonstration with a guest	12
LECTURE 13: Quick links resource guide	13
<b>SECTION THREE: Your Equipment</b>	<b>14</b>
LECTURE 14: Let's talk tech: here's what to expect	14
LECTURE 15: Zooming on your desktop computer	14
LECTURE 16: Zooming on your laptop	14
LECTURE 17: Zooming on a smartphone or tablet	14
LECTURE 18: Using a window mount with your phone	15
LECTURE 19: The Sound: microphone options	15
LECTURE 20: The lighting: finding what works for you	15
LECTURE 21: Pro tip: Clean the lens!	15
LECTURE 22: Take action! Find the equipment you want to use	16

<b>SECTION 4: Your Space</b>	<b>19</b>
LECTURE 23: Your space – what to expect	19
LECTURE 24: Your background tells a story	19
LECTURE 27: Create a branded look	20
LECTURE 28: An Introduction to virtual backgrounds	21
LECTURE 29: Virtual backgrounds: A demonstration	21
LECTURE 30: Ideal camera positions	22
LECTURE 31: Take action! Setting up your space recap	23
<b>SECTION FIVE: Connecting With Your Audience</b>	<b>24</b>
LECTURE 32: Connecting with your audience: what to expect	24
LECTURE 33: Your mood matters	24
LECTURE 34: Learn to love the lens	25
LECTURE 35: Dynamic body language on-camera	26
LECTURE 36: Dress to express yourself	27
LECTURE 37: What to do if you wear glasses	28
LECTURE 38: Practice in Low-Stakes Situations	29
LECTURE 39: Take Action! Connecting with your audience recap	29
<b>SECTION SIX: Zoom For Business!</b>	<b>31</b>
LECTURE 40: Zoom for business	31
LECTURE 41: Zoom for podcasting	31
LECTURE 42: Zoom for virtual events	31
LECTURE 43: Zoom for webinars or classes	32
LECTURE 44: Take action! Zoom for business recap	33
<b>Congratulations!</b>	<b>34</b>

# SECTION ONE: Getting Started

## LECTURE 1: Welcome! Here's how to get the most out of this course

Hi there! I'm so glad you're here. Welcome to class!

My goal is for you to be *wildly* confident on Zoom or any video conferencing platform.

### Here are my top tips to get the most out of this class:

- Put these lessons in your calendar, or block out time for it! It could be just 20 minutes at a time, but you'll benefit from being organized.
- Download the complete workbook and take notes as you go.
- As you go along, pause the videos and do the exercises!
- Make sure you understand each section before moving ahead. Or ask me a question!
- Stay excited and motivated (just wait, we'll talk about how to do this in a bit!)

Set aside whatever you think about video conferencing. This is your chance to get a positive, fresh outlook about being on-camera. I'll give all the guidance you need to feel confident, set yourself up for success, navigate all the tech stuff, so you look and feel like a total pro. You're going to be GREAT. Let's do it!

## LECTURE 2: The Workbook: a complete guide

This workbook is for you. It's yours to keep, it won't be graded, and it's a way to record your personal insights as you go along. You'll be answering important questions about your motivation and your goals, and taking notes on tech tips while, naturally, noticing new ideas and questions that may come up! Download it, print if you like, and have it handy as a companion to each of the video lessons.

## LECTURE 3: Sneaky thoughts: Identify the fears that are holding you back

If you're the type to join Zoom without your video on, or someone who's been avoiding this platform and the post-COVID era of video conferencing, it's important to identify the negative chatter inside your head and the impulse to stay hidden behind the scenes.

Why the resistance? If you don't stop and ask yourself what makes you nervous about being on video, you can't break through it!

Being self-conscious on camera is perfectly normal! Now, let's get to the heart of what's been holding you back.

**Here are some examples of sneaky thoughts:**

- I'm worried about how I'll look
- I feel like I never know what to say on camera
- I think I'll sound or look boring
- I'm worried I'll freeze when someone asks me a question
- I'm not sure where to look
- I don't think anyone cares what I have to say

**Sound familiar? Write down your sneaky negative thoughts here:**

**Now, put a star next to the primary negative thought you think the most!**

You have the ability to change the thoughts you have about being on video, but first, you've got to identify what they are.

**Cognitive corrections** happen when we replace negative thoughts with new, empowered thoughts. We're going to have to turn each negative thought around. So if you usually think "I don't like the way I look on camera," a reversal might sound like: "I love the way I look on camera" or "I'm learning how to look my best on camera!"

**Write down some reversals of the negative thoughts above here:**

Good job! You're starting to take on the mindset you'll need to be awesome at all things video. Write down your new positive affirmation and post it where you can see it daily. Remind yourself to repeat that positive statement every time you THINK about being on camera. You'll reinforce those positive vibes and turn hesitation into confidence in no time.

## **LECTURE 4: Setting goals and staying motivated**

On the other side of knowing what “sneaky thoughts” have been holding you back, a big piece of moving forward with any video platform or element in your business is knowing WHY it matters to you. All that extra “badassery” accelerates when you put purpose behind it!

Why would it make such a difference for you to know how to be yourself on camera? Why do you care to be able to connect with people on these platforms, confidently and naturally?

Anytime you're trying to expand beyond your patterns, it's crucial to know WHY you're doing what you're doing. That's going to help you stay focused. Remember, it's so easy to fall back to your habits like avoidance, caution, and concern.

It's time for you to SHINE on camera, and I know you're ready to move forward – that's why you're here! But what's important to you right now? Let's “Zoom” in. (See what I did there?)

Write down your WHY below. What relationships are you looking to create? What business opportunities would you love to see happen? What connections are you looking to make? Who are you interested to help or serve with your expanded self-expression on video?

Let's answer these questions now.

**Why do I want to be at ease and expressive on camera?**

**What relationships, connections, and opportunities could I see materializing in the coming months and years, thanks to my expanded use of video in my business?**

**Who can I help and serve with my message and my ideas online? Who is my audience?**

**What qualities do I want to develop in myself? Confidence? Excitement? Public speaking? Write them here.**

## **LECTURE 5: Take action! Getting started recap**

I'm thrilled that you've joined me here! Now that we've looked at how to get the most out of the course, let's look at the key action steps that will help you move forward. Check the box as you go along!

- ☐ Make time in your calendar to complete the videos and workbook and to do the exercises.
- ☐ Identify your sneak thoughts and make sure you've written them down in the workbook.
- ☐ Understand WHY you want to be more confident on Zoom (or any other video platform).
- ☐ Make sure you have the full workbook handy and easily accessible

**All of this is designed to help you share your beautiful message with the world!**



## SECTION TWO: Zoom Basics

### LECTURE 6: Zoom basics: what to expect

In the post-pandemic world, Zoom meetings, calls, and get-togethers have really taken off!

“Can you hear me okay?”

“Did you get the link?”

“Can you see me?”

“Hang on, lemme call you back...”

“Just look in the bottom of your screen, there’s a button to un-mute yourself...”

I’m sure you’ve heard those troubleshooting phrases on nearly every video call! Why? Because we’ve ALL been figuring it out.

If you weren’t in the habit of using it before now, you’ve probably been playing catch-up and feeling a little confused – and maybe even overwhelmed – by this “new” technology. In the 90s, video conferencing was still a “Jetsons-level” technology that we dreamed about, and now here we are, not knowing which buttons to press.

**Alexa to the rescue! This section is dedicated to the nitty-gritty details of the Zoom platform.**

I’ve included a resource guide with helpful links for common questions, and I also have some screen recordings in the video lectures that will show you exactly where to look on each call to find all of its most useful settings and functions. You’ll be setting up meetings and sending invites in no time!

**Before we move on, write down one thing about Zoom that confuses or concerns you the most. (Is it audio quality? You’re not the only one!)**

Now let's get all those questions answered and turn you into a fluent Zoom user.

## **LECTURE 7: Signing up + selecting your plan**

New to Zoom? No problem! You can sign up for a new account right [here](#). Most people are fine with a free account! If you want to host calls longer than 40 minutes, then consider investing in a PRO account. If you need some extra support to learn more about the various plan options, read more [here](#).

## **LECTURE 8: Quickstart challenge – Host your first meeting!**

Now that you have your account, let's get you standing out with some professional polish! In this video, you'll learn how to upload your profile picture, edit your name, and schedule your first meeting to PRACTICE! In no time, you'll understand everything there is to know about waiting rooms, passcodes, meeting settings, and invitations. I know it sounds like a lot, but you can do it!

## **LECTURE 9: Let's PLAY – Have fun with video filters**

Time for some fun, my friends. If you've been looking for some comic relief, then video filters are a great way to bring some levity into your life. Silly hats, funny glasses, and some virtual facial hair take all the hesitation out of taking yourself too seriously on-camera. Go ahead, click away, and have fun with video filters. You can thank me later.

## **LECTURE 10: Exploring the Zoom settings**

Let's take some time to discover the various preference settings inside your Zoom account. The key here is to EXPLORE each section for yourself! In this video, you'll have a peek at all my personal Zoom settings and why I have selected certain preferences, but I encourage you to see for yourself what you might like. Don't worry, you can always change them later!

**If you're looking for additional support, here are some quick links from Zoom:**

- [Learn how to test your audio.](#) This will help you understand all your audio settings and options, including how to lower and eliminate background noise, mute others, and more.
- [Learn how to join Zoom calls by phone.](#) This makes it easy to jump in quickly, even if you can only listen in on a call instead of joining by video.

- [Learn how to test your video.](#) This is always good to do in advance of an important meeting.
- [Learn how to change your laptop or desktop screen layout.](#) You'll know where everything is – especially the precious mute button – during your meeting.

## **LECTURE 11: Inside a Zoom meeting: exploring the bottom bar**

If you've ever wondered what all those settings are on the bottom bar of your Zoom room, I'm here to show you exactly what each can do! With a few simple clicks, you can adjust audio settings, video settings, control who comes into your Zoom room, how to communicate with participants through chat, share your screen, record the meeting, and virtually react with some fun emojis. Sounds overwhelming? Nope! It's easy once you give it a try.

**If you're looking for more guidance, here are some helpful links from Zoom support:**

- If you always want your own Zoom “room” to be available to jump into sessions quickly, [learn how to set up a “Personal Meeting ID.”](#)
- [Lots of FAQs about video, audio, and sharing.](#)

## **LECTURE 12: A demonstration with a guest**

The whole purpose of Zoom is to have video conferences with others! In this video, you'll see exactly how to invite someone into your Zoom meeting and what to expect once they're there. As a host, you have lots of control as to who you can let in, how your screen appears, how to mute others, or even kick them out if you wish! It's your party, so feel free to learn the ground rules.

**If you're looking for more guidance, here are some helpful links from Zoom support:**

- [How to host your own meeting.](#)
- [How to “schedule” a meeting.](#) Once you do this you can send an invite and people can click through to join.
- [Navigate the special duties of “Host” and “Co-host” and their controls here.](#)
- [Learn how to change your laptop or desktop screen layout](#) so you'll know where everything is – especially the precious mute button – during your meeting.

## LECTURE 13: Quick links resource guide

Each of the videos in this section contains step-by-step demonstrations inside Zoom. If you need any additional support, by all means, head over to Zoom to explore their support pages.

**Here are some helpful links to some of the features I covered in the earlier videos:**

- [Learn how to test your audio.](#) This will help you understand all your audio settings and options, including how to lower and eliminate background noise, mute others, and more.
- [Learn how to join Zoom calls by phone.](#) This makes it easy to jump in quickly, even if you can only listen in with a call.
- [Learn how to test your video.](#) This is always good to do in advance of an important meeting.
- [Learn how to change your laptop or desktop screen layout](#) so you'll know where everything is – especially the precious mute button – during your meeting.
- Here's [how to host your own meeting.](#)
- If you always want your own Zoom “room” to be available to jump into sessions quickly – [learn how to set up a “Personal Meeting ID.”](#)
- [How to “schedule” a meeting.](#) Once you do this you can send an invite and people can click through to join.
- [Navigate the special duties of “Host” and “Co-host” and their controls.](#)
- [How to manage Breakout rooms.](#)
- [How to share your screen.](#) Perfect for leading webinars or presentations.
- Hosting a webinar? [Here are some great resources.](#)

**If you're still not sure how to do something in the app, there are lots of tips and questions answered on [this page in particular.](#)**

## SECTION THREE: Your Equipment

### LECTURE 14: Let's talk tech: here's what to expect

No need to keep wondering if your videos will look professional enough – that's why you're here! Once you become familiar with your equipment and learn how to maximize your in-home shooting space, you'll shine like a pro.

One of the reasons Zoom has been so successful is that they've created an incredibly flexible app that can be used on a variety of devices. Whether you're using a **tablet, a phone, your desktop computer, or a laptop**, you can explore which device works best for you. In the following series of videos, you'll see the pros and cons of each.

### LECTURE 15: Zooming on your desktop computer

My best suggestion is to use your **desktop or laptop computer** as your go-to piece of equipment, rather than using Zoom on the phone or tablet app. This gives you the option to see many more faces and makes the navigation far easier.

While built-in cameras often work well on newer computers, for others, the image is not as clear and crisp. If your image appears grainy or blurred, I'd suggest an **external HD camera** (High Definition) that can plug into your computer. Keep in mind that sometimes you'll need an **adapter** for newer Mac computers in particular.

### LECTURE 16: Zooming on your laptop

If you're looking for a bit more flexibility with setting up your space so you can find the ideal background or lighting, a laptop works well! In fact, I love to teach standing up! When recording this course, I built a laptop stand using a crate and a pile of books. Get creative, use common sense, and see how to position your laptop so it works for you.

**PRO TIP:** Make sure the camera on the computer is eye-level. Not only will it be a flatter angle, but your viewer will feel like you're speaking to them "eye-to-eye". It's an instant way to build trust.

### LECTURE 17: Zooming on a smartphone or tablet

If you decide to use a smartphone, be sure to steady the image! It's distracting when you're moving around or hopping on and off the call due to poor reception. An **iPhone tripod** is the perfect solution to stabilize your camera while giving you maximum

flexibility! These small, inexpensive devices can even be stacked on some books so that your camera is eye-level.

When you're using your smartphone, be sure to place your phone in the horizontal position, so you (and your background!) can be seen.

## **LECTURE 18: Using a window mount with your phone**

If you need to take a Zoom call or meeting (or deliver a livestream!) in the car or on-the-go, you can get a [window mount](#). This simple device is exactly what I use each morning at 8:30am PT when I do my [Instagram LIVES @wishbeads.official](#). Your phone can be suctioned to a window or mirror in the horizontal or vertical position, making it stable and easy to use.

## **LECTURE 19: The Sound: microphone options**

We want to get a warm sound, so a [wired headset](#) that plugs into your laptop or desktop is best for improved audio (keep in mind you'll need [an adapter](#) for some newer devices). If you want to really empower your voice quality, a [Blue Yeti](#) USB microphone is fantastic. A [pop filter](#) can also soften hard consonants like Ps and Ts.

## **LECTURE 20: The lighting: finding what works for you**

Great lighting makes you look like a total pro! Whether placing yourself in front of a window or standing near a lamp, the key is to see what kind of light creates a bright, even light across your face. Ideally, you'll be able to position yourself so there are no shadows on your face. If you're a future Youtuber or an upcoming influencer in your field, you're going to need a dimmable [ring light](#)! These round, tripod-based devices provide super bright, even lighting, and happen to be one of my favorite pieces of equipment.

Take a look at the examples I've provided in Section 4, and feel free to use as many ideas as you want.

## **LECTURE 21: Pro tip: Clean the lens!**

This is pretty self-explanatory, but whether you're using the built-in device camera or an external device, *always* clean the lens. Grab some [lens cleaner](#) if you want to be ready for every virtual occasion.

## LECTURE 22: Take action! Find the equipment you want to use

I only recommend items that have great reviews, so if you're using any of the items or brands I mentioned here, I hope they earn your love too! But if you're searching for the right microphone or lighting options for your video set-up of course remember to always check the reviews, and the return policy, and make sure that using the equipment is within your tech abilities and budget!



### **Philips LED Dimmable Light Bulb, Soft White**

Perfect for adding light to your location.

[BUY HERE](#)



### **8.5 Inch Clamp Light with Aluminum Reflector**

Simple lights that are durable and adjustable.

[BUY HERE](#)



### **Lutron Electronics Plug-In Lamp Dimmer**

Gives you flexibility with your lighting.

[BUY HERE](#)



### **Set of 2 Photo Studio Light Stands**

Lightweight adjustable stands that are ideal for your DIY light set-up.

[\*\*BUY HERE\*\*](#)



### **AmazonBasics 60-Inch Lightweight Tripod**

Any tripod will do, but this is a simple one that works well.

[\*\*BUY HERE\*\*](#)



### **Joby GripTight GorillaPod Smartphone Stand**

The perfect solution for holding your phone.

[\*\*BUY HERE\*\*](#)



### **Universal Screen Cleaner**

Any screen cleaner will do, but it's ideal to purchase one that comes with a cloth. It's critical to clean your lens before filming.

[\*\*BUY HERE\*\*](#)





### 4-inch Spring Clamps

Perfect for securing your clip lamps.

[BUY HERE](#)



### ScotchBlue Painter's Tape

Great for securing paper + fabric to soften the light. You can safely use it on windows and walls.

[BUY HERE](#)



### 1600 Watt Softbox Lighting Kit

This is an inexpensive lighting kit if you're looking to add some lighting to a home studio.

[BUY HERE](#)



### Vastar Universal Smartphone Tripod Adapter

If you're using a standard tripod, this inexpensive universal adapter will let you mount your phone horizontally, which is ideal for filming.

[BUY HERE](#)



### MPOW Cell Phone Mount

For great, natural lighting, use this phone car mount on a window! Simply find a spot where you can face a window and light yourself using daylight.

[BUY HERE](#)

## SECTION 4: Your Space

### LECTURE 23: Your space – what to expect

You already know how Zoom works! Now that we've talked about equipment, it's time to elevate your game even more.

This section is more about what you want to communicate to your viewers and colleagues. How can you use your background to tell a story? Do you set up in front of a shelf full of books to appear smart and cultured? Or should you keep the drum set right behind you? Do you show off those house plants? What's the value of a white wall anyway?

We're going to get into how to make sure your brand is visible all the time because presenting yourself is a form of communication.

Think about your favorite background and how confident it might make you feel to go from "ugh where do I sit?" to "I'm ready!" on every Zoom call.

Let's dive in!

### LECTURE 24: Your background tells a story

You're going to get to know people in a new way thanks to the era of Zoom calls. Aren't you peeking behind each person on video, perhaps wondering about or judging their home or background a bit?

No matter how convenient that kitchen table is, maybe it's too busy. We're going to look at how you can access the great lighting we talked about before while still making sure that YOU are the most interesting subject on screen.

The goals with any background are simple.

These are my **DOs**:

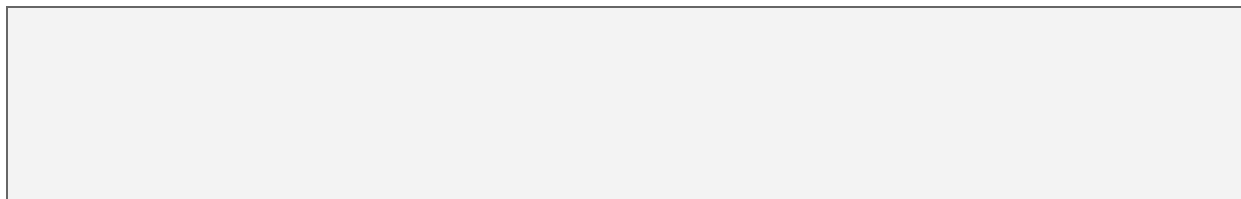
- **Minimize distractions** – be the most interesting thing on camera.
- **Prioritize cleanliness** – messes distract your viewer AND perhaps, more importantly, cleanliness makes you seem more professional and responsible.

- **Share a bit of your personality.** Do you love plants or music? Consider how you can showcase your interests in a quiet, gentle way.

There are also a few **DON'Ts** to keep in mind:

- **Don't show your bed.** It's too personal – think about keeping a bit of privacy intact.
- **Keeps pets and kids away.** Notice in this video that I've got my favorite companion: my doggo, Eddie! Is it okay for a cute toddler or pet to pass by the lens? I say no, they're too distracting. They should be out of the frame. Kiss them after instead!
- **Don't overthink it!** You don't need to rush off to a friend's house for the perfect background! A white wall IS, in fact, just fine. You've got everything you need, and you want to make things convenient and easy.

**Jot down a few good spots for Zoom calls right here.**



Now that you've found a convenient, comfortable location with a good background, let's talk about how to make sure it matches your "brand."

## **LECTURE 27: Create a branded look**

Hey Gorgeous, you're a brand. You made it!

No, it's not pretentious; it's natural. People are going to make associations between you and your personality, your work, and your social media.

If you're considering using Zoom for your business, that's a chance for you to think about how you can bring in the colors from your website, or perhaps have a book you wrote in the background.

If you sign up for a virtual event, it's actually a chance for some free advertising. You're being seen, and you never know who's going to see you!

I know sometimes you can't see everyone else, so you think (subconsciously) that they can't see you! But remember, once that camera is on, you're on screen the ENTIRE time even if you're not the star speaker or host.

What are the elements of a good first impression? The quickest way to keep your business visible is to add your brand name to your name on the call! You can edit your title and people will scroll past that as they're on the Zoom call.

Beyond that, this is your chance to get creative. Remember, a Zoom date can be the perfect opportunity to share you and your business!

## **LECTURE 28: An Introduction to virtual backgrounds**

You're in outer space! You're in front of a bridge! You're at the beach! You can be anywhere with a virtual background, right? Maybe not.

I want you to BE YOURSELF. Virtual backgrounds and green screens on Zoom always create a weird halo effect above peoples' heads and it's a little confusing to look at.

I also feel strongly that seeing someone on camera gives you a chance to get to know them!

If Jenna is on Zoom, I don't want her to play the role of "business call Jenna." I just want to meet HER.

If Matt is on Zoom, I'm looking for a sense of him and his home, not a view of the Milky Way galaxy.

If it's a "fun" call, that's fine. They are playful, and I do love to play!

But if you're using Zoom for work, I vote that you let your personality – and your background – actually shine through.

Most of the time, I think it's best to let people see you in your actual environment, not a virtual one.

## **LECTURE 29: Virtual backgrounds: A demonstration**

In this lecture, I walk you through how to create virtual backgrounds, either from the images they have inside of Zoom or from the photos you select.

One of my favorite resources to find images is [Unsplash.com](https://unsplash.com) – free images to use from wonderfully creative people. (Credits are always appreciated when using them!)

Another resource is [Canva.com](https://www.canva.com) – design templates for so many things, including Zoom backgrounds (both video and still images). Get your creative juices flowing!

### **LECTURE 30: Ideal camera positions**

We want flattering angles, people – put the lens at the same level as your eyes!

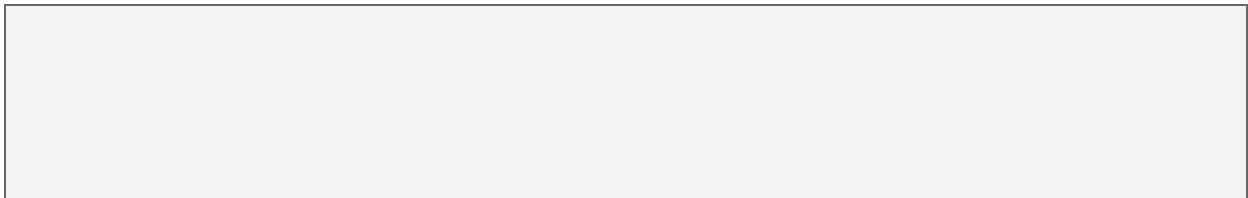
If you don't have a tripod, you need to get your objects ready for a stackable set-up that will make your viewer feel as though they're comfortably sitting or standing in front of you.

If it's a stack of books, keep them stacked and ready to go for video calls now. If it's a tripod, make it easy to access.

Always test your level beforehand! Just as much as it's important to check out your background, it's important to situate yourself so your head is in the primary space of the shot – as in, get centered! I don't mean “zen”, although that's good too. I mean watch your spacing. It's like dance class – 5,6,7,8 – find your window! Except this time, make sure the window doesn't give you too much “headroom” (the space above your head shouldn't be a large gap), and make sure you're not looking down on your viewers. (How snobby!)

We need you centered, with the lens at eye level, and with your device nice and secured so you avoid a distracting topple mid-stream.

**What objects are you using to prop up your camera, if any? Jot them down here!**



Camera position is important because it has the power to mimic real life, and in the Zoom era, we need that as much as possible so we can relax and feel connected to the person on the other side of the device.

## **LECTURE 31: Take action! Setting up your space recap**

I'm proud of you! You're putting EXTRA thought into your background, your brand, your camera angles, and more. You're so many steps ahead of everyone else and it's going to make a difference.

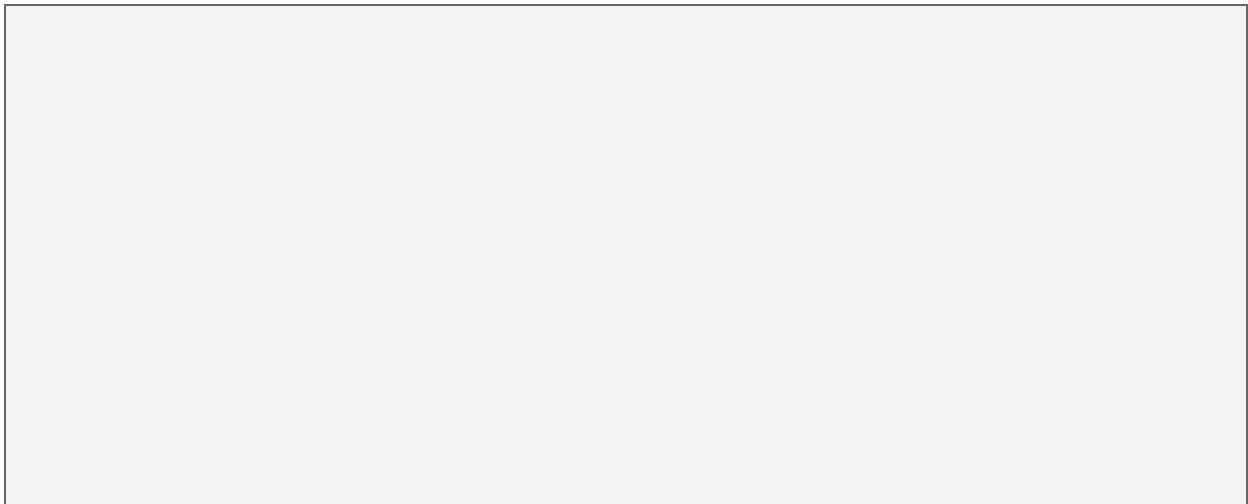
You're telling your story everywhere you go and a little extra design will help you promote yourself, your brand, and your mission to everyone you talk to, even on Zoom.

It's time to play with being an effortless expert on video calls by putting effort into those details, and then let them speak for themselves.

Here's how to make it all come together though: Don't wait till the last minute! Think about all this stuff in advance.

It's funny how much work we have to do to get to "less" – less distraction, less noise, less mess, less of whatever gets in the way of being calm, collected, and professional. But once you clear the clutter, people get to really be with YOU, and that's the BEST!

**Take a moment here to jot down any notes that you think will give you a stellar quality on your next video call and remember to think ahead so you can create that space for you to express yourself.**



## SECTION FIVE: Connecting With Your Audience

### LECTURE 32: Connecting with your audience: what to expect

I keep saying it, and I'll say it again: YOU are the most interesting thing on camera!

This section is my favorite because it's where I get to do what I do best: teach you how to be CONFIDENT and expressive on video.

As a trained actress, I spent years working on these skills and now I'm going to give you a crash course.

You know what it's like when you see someone totally comfortable in front of a lens and I want you to be settled, energized, and shining in all of these virtual settings.

This section is filled with tips on energy, delivery, how to dress (I know you've been wondering about that one), body language, and communication. Your presence is the thing that matters most, whether you're hosting and leading or just popping into someone else's group event.

You're beyond tech now. You can relax about that stuff; it will come together. This is the moment to look more at your public speaking skills, and how to be inviting with others, EVEN when you're on the other side of metal, glass, wires, and wifi.

Take a moment and name someone who you think is a NATURAL on camera. Maybe think of your favorite Youtuber or TV personality! Being yourself is definitely not about imitating others, but I want you to feel inspired and KNOW that you too can get beyond the awkwardness and discomfort that may have gotten in your way before.

It's time to learn how.

### LECTURE 33: Your mood matters

Energy is contagious. If you're not having fun on camera, nobody else is going to have fun watching you.

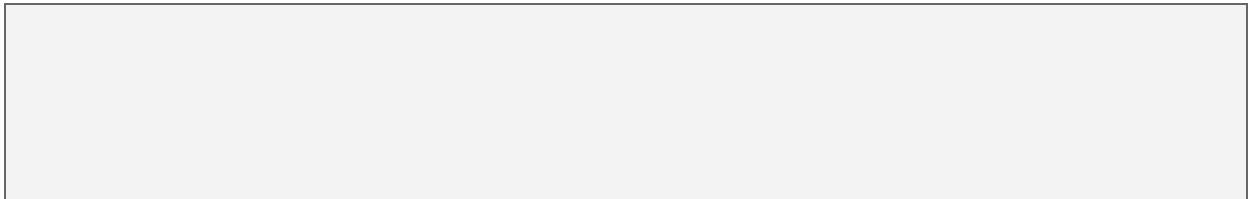
If you're just making it through the Zoom call, I guarantee you're not thinking about how you're coming across, especially if you're focused on the host or interviewer and you feel like you're not the "important" or most visible character.

When I see people on Zoom looking low-energy and distracted, I want to jump through the screen and shake them. “HELLOOOOO, we can see you!”

I want you to be a full-bodied participant on every video call.

In order to bring your most energized, positive self to the moment, it’s important to think about what you do BEFORE, so you can focus your mind and lift your mood.

**Make a list of things you can do pre-Zoom to get your energy up! Is it a workout? A set of deep breaths? A coffee?**



Make time for those activities before your next video meeting.

Choosing your mood is actually a critical part of being prepared and lowering nerves.

I actually LIKE being on camera because I think of it as a chance to spread my message and inspire others. I would suggest that you ask yourself: What’s the opportunity of the moment?

Do your prep activities of course, but you can also Zoom in on that (see what I did there)! It will lift your mood, and you’ll be GREAT.

## **LECTURE 34: Learn to love the lens**

The thing we love about talking to people in person is the feeling of connecting with them and most of that comes from looking in their EYES.

When you’re in a Zoom meeting, the temptation is to look at the other person, or at yourself. It’s more like talking to a mirror or watching a movie than talking to another person.

But you can give people the feeling that you’re talking TO them by finding that tiny little circle and looking there.

You’ll have to use your imagination and pretend a person is right there. But it makes a big difference!



**Get a post-it and punch a hole in it. Wrap it around your lens and draw a smiley face (a reminder to tell your face that you are, in fact, happy to be here).**



The post-it note trick is going to pull your eye back to the “eyes” of the person watching you, by reminding you to put your gaze there.

Make your fancy, smiley post-it right now, I’ll wait. Stick it to your device so it’s saved for your next Zoom call.

Do you have post-its ready? Go get some now!

## **LECTURE 35: Dynamic body language on-camera**

You’ve made it this far, and it’s time for attention to another vital detail.

Did you know that most communication is actually non-verbal? Body language says A LOT!

I’ve *tried* to make videos while seated, but I feel my flow when I’m standing! Don’t get me wrong, I’m not standing for every Zoom call I attend, but I DO stand when I’m the one leading the show as if I was on stage. That’s just me.

If you feel great in your office, at your desk, and you've got your camera level just right and your lighting the way you like it, then go for it.

For you, is talking on camera a little easier when you're standing, or sitting cross-legged on the sofa? You do YOU!

People ask me all the time, "What do I do with my hands?". If you love talking with your hands, then go for it. If you prefer to keep them in your lap, that works too. The key is to give yourself permission to be yourself.

**PRO TIP:** When you're the speaker and you forget what you want to say, always remember to look "up" not down whenever you're searching for words or ideas. Looking down in person is fine, but on-camera, it breaks our connection to you. Instead, look UP so we can still see your eyes, even when you're actively thinking.

## **LECTURE 36: Dress to express yourself**

To be casual or not to be; that is the question.

We all know that's your "home office" and if you don't have a completely dedicated room or workspace, you're adapting every day. You've made it work, like all of us. Quarantine forced us to turn kitchen tables into boardrooms and more.

It's so easy to work from home in sweatpants and a t-shirt, but sometimes it also makes you feel like you're about to go take a nap.

The trick with clothing is to wear something that makes you feel GREAT.

**But there are also some good rules to follow.**

- Avoid patterns – focus on solid colors instead.
- Wear color, rather than black or white, so the light can bounce off of you.
- Don't blend into your background – think about creating contrast.
- Make sure your outfit is CLEAN and pressed.

In your pre-Zoom preparation, as you're testing out your lighting and background, consider also wearing your best "meeting" outfit or presentation look; that "date night" top that somehow translates as vibrant and effortless on-camera.

Remember that the camera changes the way colors and shapes appear slightly, so testing is key. Wear whatever highlights your face and eyes best and people will be free to focus on YOU and your brilliance.

Get ready for Zoom like you get ready for anything else. Pretend you're leaving the house, guys and gals.

**Jot down a few tops that you think are smart go-to choices for your next video call right here.**



### **LECTURE 37: What to do if you wear glasses**

Glasses don't have to be a problem, but as your ring light reflects back to you, you might feel like they are.

The key is to find the angle of your face that gets you out of the ring light. And if you can, aim for anti-glare glasses.

If you haven't bought a ring light yet, make sure you get one that has an **adjustable height!** Then you can situate yourself carefully and avoid those bright circles.

If you can't totally avoid glare and light reflections – then, as they say in NYC where I used to live – *fuhgeddaboutit!* If you need your lenses to read and see, that's more important than obsessing about getting the look perfect.

## LECTURE 38: Practice in Low-Stakes Situations

Now it's time to practice! It's not enough to just watch this course, you need to put in a wee bit of work. Here are some easy ways to practice your Zoom skills.

- Facetime a good friend.
- Do a mock first-date convo with a pal.
- Host an evening get-together or Happy Hour with friends.
- Do a Zoom call with a family member (and don't tell them you're practicing!).
- Ask a friend to do a mock interview with you – set a time, log on together, and practice for a set amount of time.

Now, let's talk about the power of active listening. Being present when the other person is talking is what's going to make your conversation feel natural. On-camera, this may feel unnatural at first, but here's how to practice.

**Keep your eyes on the lens and THEN, without dropping that gaze, listen to the other person speaking as if you're on the phone.**

They will get the sense that you're looking right at them, you're really WITH them, and that you're listening by giving them your gaze. It's magic!

## LECTURE 39: Take Action! Connecting with your audience recap

I know it's hard watching and hearing yourself on-camera, but once you get past that initial discomfort, you'll be vibrant and relaxed, I promise!

You see, this is really about confidence just like every social situation in life. When you learn how to overcome your doubts and hesitations, you begin to explore NEW ways to show up with positive energy, suddenly you shine. You are more comfortable in your own skin and you can actually ENJOY speaking with others.

**Here's a recap of this section, so you can review if you've grasped the core tips to put into practice – check these boxes once you've done the work!**

- ☐ I know what to do to put myself in the best mood for a Zoom event.
- ☐ I've practiced gazing naturally at the little circular lens on my device during a video meeting or conversation.
- ☐ I'm reminding myself to practice good posture and move my hands naturally, the way I would in-person, when I'm on camera.
- ☐ I've got some great go-to outfits in mind for future Zoom calls.
- ☐ I know what to do with my glasses, and I'm comfortable with how my face looks on camera.
- ☐ I designated a few practice opportunities, formal and informal, so I can feel READY for my next virtual event. (You're doing this to calm or eliminate nervousness!)

**Here's an extra one for bonus points:**

- ☐ I'm willing to actually start ENJOYING virtual meetings, interviews, and events.

**Did you check that box? I hope so!**


## SECTION SIX: Zoom For Business!

### LECTURE 40: Zoom for business

You might be here just for this section – you see an opportunity as a business owner, freelancer, or instructor to use video conferencing to reach MORE people, more potential customers, and therefore, more money and opportunities.

Let's take a moment to identify all the ways you could use Zoom in your business. Get creative and write them, even the ones that sound outlandish now.

**How could you use Zoom to expand your business? Let us count the ways...**



Good job! Talking about money and growth excites me too. Let's move on and talk about how you can use Zoom for business!

### LECTURE 41: Zoom for podcasting

Podcasting isn't just about audio anymore! Zoom is an easy way to host a podcast and connect with your guests on camera as well as on video. When you select the record function, you will receive both an audio file as well as a video file. For your podcast, some editing is required, but you'll likely be doing that anyway, especially if you want to add music to the intro and at the end.

For my [Wishbeads podcast](#), I loved the flexibility of offering both audio and also posting the video version on my YouTube channel.

Zoom is one of the easiest ways to connect with your guests!

### LECTURE 42: Zoom for virtual events

When gathering together in person isn't possible, a virtual event offers an incredible chance to produce big events online. Enter Zoom! When the pandemic hit, people took to social media and publicly posted links to their Zoom workshop or webinar, and some

not-so-nice-folks showed up to create chaos. This was called “zoom-bombing” – where someone would enter the zoom room and share unkind words or images.

Not to worry; Zoom stepped up their security game and now there are measures in place to keep your guests IN and uninvited guests out. Check out the lecture on Settings to learn more!

Zoom events are a wonderful way to host workshops, webinars, and virtual summits to inspire, teach, lead, and ultimately grow your business. People can also join from all over the world!

**When you’re hosting a Zoom event, be sure to keep a few things in mind so you can control the room. This might include:**

- Selecting the setting that has everyone muted before entering.
- Asking your guests to remain muted during the event.
- Keep an eye on the waiting room to admit last-minute guests.
- Familiarize yourself with the settings well in advance.
- [Explore the ability of Breakout Rooms](#) as well, so participants can meet in small groups within the Zoom event.

Don’t forget to have some FUN! Virtual events can include games like scavenger hunts and charades to keep the good vibes flowing.

Curious how it works? Go ahead and sign up for virtual events and you may just get inspired to host your own!

## **LECTURE 43: Zoom for webinars or classes**

If you’ve ever thought about hosting a webinar, Zoom can be a great option for you. Learning how to [share your screen](#) gives you an easy way to show your presentations as you host your Zoom meeting.

Since many people are familiar with Zoom, they feel comfortable signing up, navigating the technology, and using the chat feature during the meeting. Great! This gives you the maximum opportunity to connect with your audience while also being able to share your presentation at the same time.

For more insights about hosting webinars, [here](#) are some great resources from Zoom.

## LECTURE 44: Take action! Zoom for business recap

It's time to take action! Right now get your creative juices flowing and think about ways that you can leverage Zoom for your work!

**Write out at least five ideas right here.**

**Great! Here are the next steps you can take:**

- Start researching events that might interest you and sign up.
- Attend events to see what other people are doing.
- Start practicing in low-stakes situations, like interviewing a friend or a family member.
- Make time to brainstorm what your event might look like - write down the details that you see, feel, and imagine.

You're capable of creating anything you WANT. Dream big, get curious, take small, consistent steps and you'll be on your way, my friend!





## Congratulations!

You did it! Bravo! I'm so proud of you. You put in the work, you got out of your comfort zone, and I hope you're already reaping the rewards. Woo hoo! Now, the party isn't over, it's just getting started!

Keep sharing your light and if you want to stay connected, please do! You can find me over at [alexafischer.com](https://alexafischer.com) and [wishbeads.com](https://wishbeads.com). Sign up for my newsletter and be the first to know about new courses, new creations, and new ways to build the life of your dreams.

Shine on,

*Alexa*