

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.

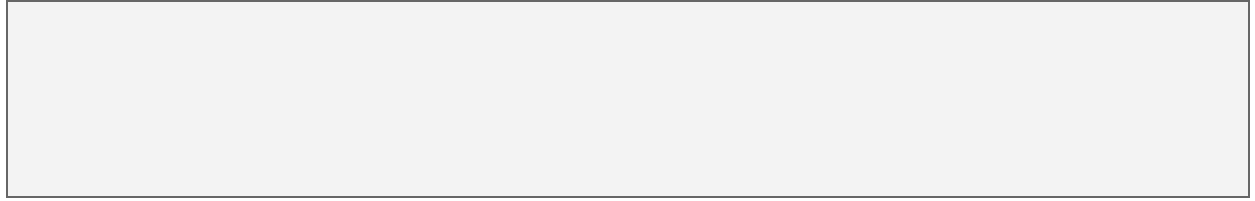
These are my **DOs**:

- **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."