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# **Zoom** **MADE Simple**

10 Secrets for Looking More Professional on Zoom Calls

## 1 Look For Great Lighting

The BEST lighting is natural light. Sit directly in front of a big window and place your iPad or computer in front of you. Check out the video before you commit to make sure the lighting works. It can also end up being too bright.

## 2 Sit Up Straight

Slouching will look sloppy...like you are not energized and happy to be there.

## 3 Pay Attention

If you are looking everywhere BUT your call... opening browser windows, answering emails, checking Instagram, what do you think that says to the person you are talking to??

I respect you and value your time?

Or I'm kinda rude. I'm thinking the latter.

## 4 Wear Something Professional & Stylish

When in doubt, I would opt for a flattering, solid-colored blouse or a camisole and blazer.



## 5 Clear Your Background

Don't let them see your piles of laundry, exercise equipment or trash. People want to see a clean space. If you don't have time to clean, use a virtual background. You can easily upload by clicking or tap the arrow to the right of the camera icon, then tap or click "choose virtual background." You can use the Zoom options or upload your own. Both Shutterstock and Canva have a bunch. If you want to upload your own, just tap the plus icon (+).

## 6 Make Pleasant Facial Expressions

One of my former team members used to show up on our weekly call and literally looked pissed the whole time. It made me think she really wasn't that into it and didn't like the job. As we get older, the RBF is real. (that's resting bitch face). To avoid that... I try to remind myself to have a pleasant smile. Just a slight smile and it takes your jowels and RBF away...right away!



### 7 Do Put Up A Do Not Disturb Sign Alert

Everyone in your family that you will be taking a video call or several calls throughout the day and then develop a system so they do not walk into the room while you are on the call. I created a simple "Do Not Disturb" sign and told the kids that if the door is shut, they should not come in. Don't make the same mistake I did... I neglected to tell Chris (well, actually, I thought I did, but it turns out he didn't hear me) and he proceeded to come out of the bathroom completely naked!

PLEASE  
**DO NOT**  
DISTURB

And, yes, in FULL VIEW of the person I was on the call with. I didn't mention it because I was trying not to call attention to the penis in the screen. It was SOOOOO embarrassing. Funny story now, though. Bottom line: alert your family!

### 8 Do Add Jewelry

No need to go overboard, but one impactful necklace or a pretty pair of earrings will add quite a bit to your look and it will look like you REALLY made an effort.

### 9 Style Your Hair

Right now, more than ever it's easy to forgo washing your hair for days. Don't be THAT girl. Make sure you show up with clean hair. It's brushed and looks nice.

### 10 Do Wear Flattering Makeup

Again, no need to go overboard, but make an effort. I suffer from Rosacea ...meaning my face gets really red, really quickly. I almost always use my Dr. Jart's Tiger Grass Cream to decrease redness combined with my It Cosmetics CC Cream to neutralize the tomato face. If you are tight on time, glasses and a pretty lipstick will do the trick!

# more about tech



**LIGHTS:** You CAN try a small ring light which can give you more flexibility especially if you are taking calls at night and natural light isn't an option. Here is a small one I bought and like. (<https://amzn.to/2vVZmxv>)

**HOW TO SET UP YOUR CAMERA:** Set up your camera so it's slightly above eye level. Pointing slightly down on your face is the most flattering angle. The worst is when the camera is pointing UP at your face. Don't do that.

**FRAMING:** When in doubt, center yourself in the shot. That framing always looks best.

**IMPORTANT SETTINGS:** Tap or click "Video Settings" and make sure you check three boxes: Enable HD, Mirror My Video and Touch Up My Appearance. These are GAME CHANGERS!

**EXTRA EQUIPMENT:** If you want to elevate your audio and video, you can grab an HD webcam that plugs in via USB and a fancy microphone like the Blue Yeti. But, honestly you don't need that unless you are doing podcast interviews or something where the quality is more important.

