



**CREATE YOUR PERSONAL BRAND ON-LINE & OFF**

## **12 Tips to Improve Your Lighting, Background and Screen Presence on Zoom**

1. Have camera eye level – Do NOT look down!
2. Lean in toward the camera to appear more present
3. Make sure the lighting is even on the left and right sides of your face
4. Sit facing a window
5. Do not sit with your back to a window – you will look too dark
6. Have lights in front of you, not just behind
7. Place lights at 10:00 & 2:00 positions to cross-light your face and avoid light directly in your eyes
8. Have all the books in a vertical position if you have a bookshelf behind you
9. Add a plant behind you
10. Pick up your mess. That is the last thing anyone wants to see!
11. Be careful of distracting reflections from glass picture frames behind you
12. Have solid colored pillows on a bed or sofa – avoid patterns

**LOOK YOUR BEST.... FEEL MORE CONFIDENT.... IMPROVE YOUR PERSONAL BRAND**

**ZOOM MAKEOVER EXPERT**

**SHELLEY GOLDEN**