

12 TIPS TO IMPROVE YOUR YOUR ONLINE SCREEN PRESENCE

- Have camera eye level – Do NOT look down!
- Lean in toward the camera to appear more present
- Make sure the lighting is even on both left and right sides of your face
- Face a window ...if possible
- Do not sit with your back to a window – you will look too dark
- Have lights in front of you, not just behind
- Place lights at 10:00 & 2:00 positions to cross-light your face
- Avoid light directly in your eyes, especially if you wear glasses
- Wear solid colors (no white/no black)
- Add a plant or flowers behind you
- Be careful of distracting reflections from glass picture frames behind you on a wall or bookshelf
- Pick up your mess. That is the last thing anyone wants to see



Shelley Golden

Shelley created the 5 step **ZOOM MAKEOVER** process to help companies, professionals and speakers transform and improve their on-line screen presence for business, speaking or videos by increasing trustworthiness, improving engagement and elevating your personal brand.



As Featured On



Shelley Golden *Style*



Contact +1 415-300-5898

Shelley@ShelleyGoldenStyle.com www.ShelleyGoldenStyle.com

Nationwide by arrangement • Based in San Francisco • Available as last minute guest

“Shelley is a GENIUS! Her unique artistic background and experience make for an incredible ZOOM MAKEOVER consultant.”

“Shelley is a godsend for anyone presenting online. I recommend her to all my clients and presenters with astounding results.”