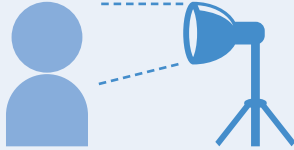

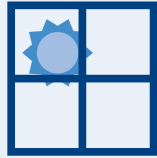
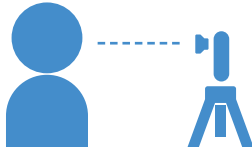

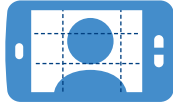

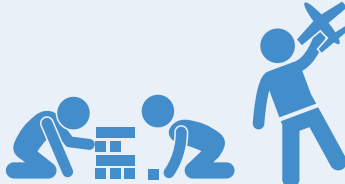



Do's & Don'ts: Video Conferencing & Appointments



At its best, meeting with clients on video can be as good as being there (and more efficient). At its worst, they are an ineffective waste of time. Follow these digital video do's and don'ts as you develop your best practices for hosting engaging virtual client interactions.

	Do	Don't	Pro Tip
Lights Lighting can make or break your meeting from the start.	Face light source(s) (i.e. Window or desk lamp). 	Avoid dark rooms and shadows from back lighting. 	Use natural lighting from the side for more pleasing picture tone. 
Camera Avoid technical difficulties with your phone or computer camera.	Set camera at eye level (Use stacked books to bring device to face level). 	No holding camera phone or looking down/up at web camera. 	Use the rule of thirds grid (available on most smart phones) to center yourself in the frame. 
Action Test your settings prior to appointment for a smooth and engaging meeting.	Treat it like it's in-person (i.e. Dress professional; make virtual eye contact). 	Avoid loud, high traffic rooms. 	Limit your digital distractions by turning off phone and computer notifications. 

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