



# Fine Tune Your Zoom

Projecting Credibility & Confidence On Video Calls

Presented by Chris Scott, Virtual Stager, Makeup Artist/Trainer, Best Selling Author

# Fine Tune Your Zoom

Chris Scott, M.A. is the creator of San Francisco-based Makeup Gourmet® and Fine Tune Your Zoom.

## Career Highlights

- Creator/Host of TV show Makeup Gourmet
- #1 Amazon Bestselling Book Author
- Creator/Owner Makeup Gourmet Cosmetics
- Chanel National Makeup Artist/Trainer
- Academy of Art University Course Creator/Instructor

Over Chris's 30-year career, he has been trusted by clients including Sir Paul McCartney, U.S. Vice President Al Gore & Kamala Harris, Supreme Court Justice Sonia Sotomayor, California Governor Gavin Newsom, Shirley Temple Black, Maya Angelou and Olympic Gold medalists Oksana Baiul and Kristi Yamaguchi.

Chris is the author of the International #1 Amazon Bestseller, Face With A Heart: Mastering Authentic Beauty Makeup (2014), the Cosmetic Counter Survival Guide: How To Buy The Right Skincare And Makeup (2003), and How A Makeup Artist Becomes A Successful Business(2018).

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# Equipment



# Fine Tune Your Zoom



# Fine Tune Your Zoom



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## Part One: Equipment

- Internet
- Monitor
- Camera
- Sound
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# Equipment

## Internet Connection

- Internet speed must not have an unstable connection during your calls.
- If internet speed is not up to the task, invest in a higher internet speed. It is worth every penny to avoid glitchy calls.
- If possible, hardwire your device with an ethernet connection rather than Wi-Fi to minimize connection glitches.



# Equipment

## Monitor

- For 1-on-1 calls the monitor size does not matter.
- As your audience grows, the bigger the better.
- As a presenter on group calls, you want to be able to see everyone clearly to make sure you have everyone's attention.

# Equipment

## Camera



- Having an HD camera is a mixed blessing yet ultimately is preferred. The sharper your image is to your audience, the better their perception (and reception) is of you.
- Caveat! HD shows 4 times more visual information than the naked eye can see. Make sure you are freshly shaved and touched-up for camera.

# Equipment

## Sound



- Although your device's microphone works just fine, using an external microphone plugged into your device delivers a far more crisp, resonant sound without residual ambience.

# Equipment

## Lighting



- Although everything so far is important, lighting is uniquely important. No matter how well your video call set-up is executed; if poorly lit, both you and your environment become an eyesore.

# Environment



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## Part Two: Environment

- Minimize
- Control
- Portability
- Privacy

# Environment



- Minimize
  - Only include what needs to be in your frame to visually communicate to your audience.
- Control
  - Plan the location of your video call studio where you have the most control over unexpected disturbances.
- Portability
  - Be able to recreate this environment in another location if necessary.
- Privacy
  - Most people we meet for the first time are not invited into our homes. This is not true with video calls.
  - Do not share any visual information about where you live, family and friend's photos, what you like to do, and where you go. Although unfortunate, there may be those who want to seek you personally after the call.

# Personal Appearance





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## Part Three: Personal Appearance

- Wardrobe
- Touch-up Makeup
- Hair
- Jewelry
- Glasses

# Personal Appearance

## Wardrobe

- Solid colors.
- No black or white.
- Avoid plaid and stripe prints.

## Jewelry

- Less is more.
- Use posts or non-dangly below earlobe earrings.
- Keep necklaces small.

## Touch-Up Makeup

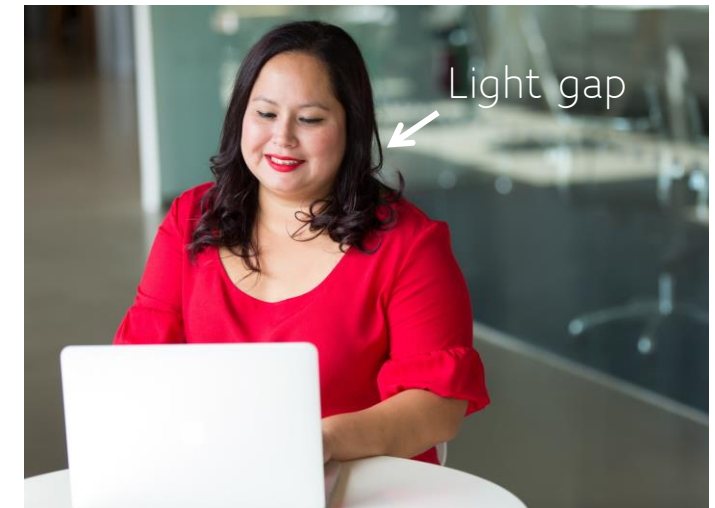
- Use it if you need it.
- Concealer for darkness & redness.
- Translucent powder for shine.
- Bronzer if looking washed out.

## Glasses

- Check for reflection in your glasses on your monitor.
- Adjust the light source of the reflection so your glasses do not reflect on camera.

## Hair

- Groomed to appear neat.
- No hair covering eyes.
- No light gaps coming through hair from behind.



# Body Language



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## Part Five: Body Language

- Camera Distance
- Swivel Chair
- Make A Point
- Offset Positioning
- Inviting Audience In

# Body Language

## Camera Distance

As a standard, 3 feet (your arms length with fingers extended) is the best distance between you and the camera.

## Offset Positioning

By offsetting your placement in the frame, the dynamic between you and your audience changes.

## Swivel Chair

This allows you to easily rotate from position to position without interrupting adjustments.

## Invite Audience In

Simple body adjustments read as a welcoming gesture.

## Make a Point

Moving to the center of the frame conveys that what you are saying is very important and you want to make sure your audience hears it.



# Critical Third Eye

[www.finetuneyourzoom.com](http://www.finetuneyourzoom.com)

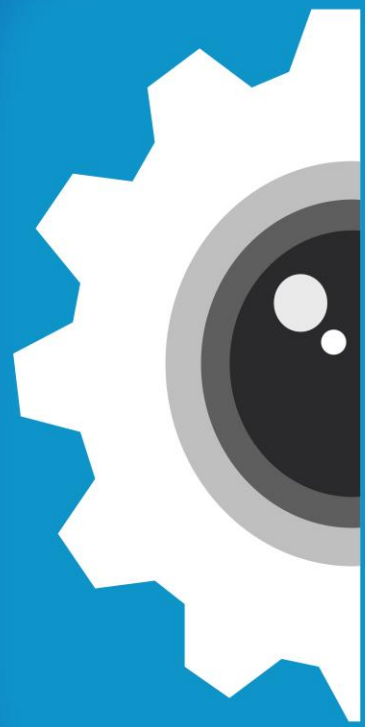
- You cannot see what others can. A trained third-eye catches any misses in your video call set-up.
- Qualified, actionable, objective direction will optimize your video call studio.
- Fail to prepare, prepare to fail. Invest the time to always look your best virtual self.

# SERVICES

*Any questions?*

## Complimentary Zoom

- Complimentary 15-minute Zoom call to discuss your needs.
- Gives me the opportunity to assess your needs and suggest the best service(s) for you.
- Helpful for those still scratching their heads.



# FINE TUNE YOUR ZOOM

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