

Lighting

- Natural daylight (not direct sun) in front of face or bright house lighting
- Use Fill Light just above eyeline to eliminate harsh face shadows



Camera

- Use a good webcam positioned as close to eyeline as possible
- Eye contact is important but it needs to feel comfortable – look into the camera but don't fix your gaze

Sound

- A high quality mic is very important
- ...but they are highly sensitive to ALL noises – don't rustle papers or clothing
- Don't wear a visible headset
- Warm up your voice and have a drink to hand

I'm at home but I mean business!



In this setup the blinds on the window directly behind the caller were shut and the in-ceiling lighting was on

Silenced smartphone used as timer

USB conference speakerphone

Room background

- We're successful people and we need to show it
- Keep it simple and sophisticated – ideally have some fore, mid and background with points of interest and pools of light
- Absolutely no clutter in view

Virtual backdrop

A greenscreen (Chroma Key) sheet is quick and easy to set up. Choose a simple, convincing, high quality backdrop image



Chroma Key sheet clipped to crossbar atop two lightweight tripod stands



Appearance and conduct

- Be properly presented, wear work clothes as if you were meeting this person face to face
- Avoid garish patterns
- No keyboard typing – use a notebook and pen
- Look attentive – be attentive!
- Switch your phone off or to Airplane mode. Use it to display a timer

Collateral

- Collateral is all the more important to create credibility
- Think about what to send before the call to set the scene
- What do you need ready that you might want to share during the call?
- What will you send afterwards to leave a lasting impression?