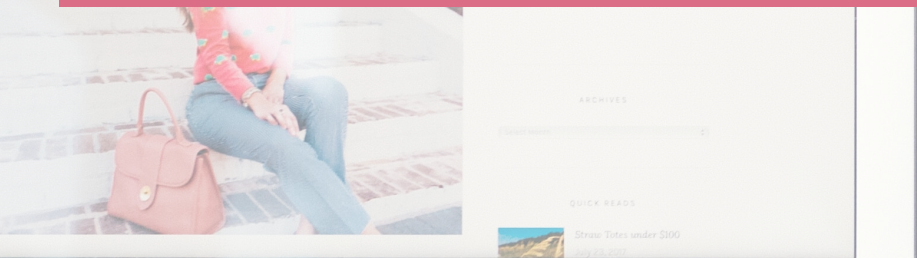




How To Host A Successful Zoom Meeting

CHECKLIST



MacBook Air



- Unclutter your background, you want your attendees focused on you and your message not on what's going on behind you.
- Good lighting is an absolute must! My go-to is the 12' [Socialite Ring Light](#) and you can take 10% off when you use my code: **NIKKI5** at checkout.
- If you plan to host a lot of meetings, or run online trainings, etc consider investing in a [high definition webcam](#). If you have a newer computer with a high-quality lens built-in you may have all you need, but it's worth looking into.
- Sound quality is key to hosting a successful meeting [invest a good mic](#) I highly recommend the Lavalier Lapel Mic or the [Blue Snowball iCE](#)
- If you plan to use your phone to shoot videos you'll want to invest in a good tripod the one I use is [Benro MK10 Selfie Stick Tripod](#).
- If you plan to deliver a replay set your Zoom meeting to auto-mute to control excessive background noise as new attendees join. Also to avoid having to edit the beginning of your recording.
- Reserve the first 3 to 5 minutes to welcome attendees as they arrive and ask them to introduce themselves to the group.
- Enlist the support of an assistant to help monitor the chat room, address any tech support questions, text you any issues that come up like if your audio drops, or your video freezes for example.
- Prepare a written agenda and briefly review it with your attendees at the start of the meeting so they know what to expect and keep you on track.
- Offer a stay to the end bonus it will help hold viewer attention to the end of your presentation where you can introduce your call to action.
- Focus on delivering your presentation and try to avoid reading and responding to attendee questions that come up in the chat until the Q&A portion of your meeting. Leave that to your support person. If something urgent happens that you need to address have them text you.
- Silence your cell phone ringer but leave your text notifications on in case your assistant needs to reach you during your presentation.
- Have a clear call to action planned before the start of your meeting it will also help to organize the flow of your presentation leading to your CTA! Yours could be a free strategy call, link to a lead magnet, or purchase your product! This is your opportunity to \$ell don't miss out!