



With all the networking groups and even live events moving to zoom these days, it's important to understand some Zoom best practices and virtual call etiquette.

I've been on and also hosting Zoom calls for years now so here's what I would recommend! And feel **free to join some of the calls I run too** in the Int'l Speaker Network (www.iSpeakerNetwork.com - it's free).

Tips for Zoom (or any digital platform) Networking calls:

How to best SHOW UP on Zoom calls:

- Show up on time so you don't miss introductions
- Try to come live on video for best connecting (via a computer or laptop is better than phone, more features) - people want to see you and they'll feel more connected to you if they can see you. Plus, if you're doing a commercial about yourself you can share your screen and show a slide, website, etc. too (if allowed).
- Set up a professional video area in your home - use marketing for your business in your background like your books, set up signs, etc. Have good lighting and a good microphone. Don't be sitting on your bed and watch the background clutter I'd say... the more professional and organized YOU look, the more likely others will want to connect further with you!
- Please still shower and dress business casual or whatever, you're still presenting a very important "first impression".

How to "WORK THE ROOM" on Zoom calls:

- Prepare a word document with lots of little blurbs already written out that you can then copy and paste into the chat room on calls so you don't have to spend time writing them all out every time. Like your short introduction blurb, special offer blurb, event invites and URLS for all so they can click and go get info or get signed up. Give deals if you're able to get people to take action now.
- Try to promote FREE Things first though, less higher-end sales on here... take people to a free thing or offer on your website so you can get them on your email list or offer a "get to know ya" phone call for following up and seeing if or how you

can help each other or refer business to one another. YOU MUST ASK though or people may not take this next step.

- Interact in the chat room (which is best done on a computer or laptop, not the phone). Share tips, respond to what people are saying, keep the conversation going over there and then share your blurbs.
- Private message people in the chat too for those who've expressed interest in what you do or who comment about needing help with things you can help them with. OR with people who could be good referral partner or joint venture partners with. Offer your calendar link to set up calls with you after the call or later in the week to see if or how you can help each other or refer business to one another. (use those words you guys, it works!)
- Pay attention to what everyone is saying, you never know WHO on these calls could be a potential business prospect or referral partner!! This is why you want to have the prewritten blurbs ready so you can pay attention, take notes of what others are saying so you can track who you want to chat with and follow up with.

PREP CHECKLIST FOR HOSTING CALLS ON ZOOM:

1. Have your documents or presentations open on your desktop but close or minimize everything else.
2. Make sure your webcam is in front of you and you remember to look at the WEBCAM the whole time or most of the time so it looks like you're looking at your people.
3. Make sure you have good lighting or put a light in front of your computer so it's shining in your face.
4. Always remember to HIT RECORD
5. Have notes to copy and paste into the chat room, especially if you need to share an agenda, tips, flow for the call, urls for people to click on or your introduction, etc.
6. Send documents ahead of time via email or upload into a private Facebook group. You can also upload them to your website and it will create a url then to give people in the chat room that they can click to download the document but only if you upload to your site and your site platform allows doing that. They would go into your Media Library.
7. If you are presenting on the call and recording, it could be good to put yourself in Speaker View, rather than Gallery View so that people can see you in a larger box and you're not just one of the brady bunch in the squares. You can toggle back and forth between gallery and speaker views if you want to when you ask questions or want to engage the audience more.
8. If you're doing a PowerPoint presentation or presentation through Canva.com, you can have it open and ready to screenshare and click it to run presentation when you share or you can upgrade Zoom to the webinar version and it will run in a more professional way but it will also I believe lock out your attendees so

they won't be able to see each other and you won't be able to see them either.
(not good if you want to engage more)

9. Remember to ENGAGE THE AUDIENCE THROUGHOUT YOUR PRESENTATION OR CALL regardless or you'll lose people. Ask them questions, get them to comment or answer things inside the chat, have them post things in there or unmute to talk, etc. as much as you can so you keep their attention and they don't go off multi-tasking.
10. Remember to have a call to action at the end of your call, to come to a call with you, buy something, sign up for something or email you. Put the details of what you want them to do next inside the chat. Make it easy for them to take that next step, think simple. Have easy and simple urls. Put the entire url in the chat too, including the https://.
11. Remember to stop recording when done and it and the chat room contents should automatically save to a Zoom folder on your computer. Do a search for Zoom in your finder/computer and it should find the Zoom folder if you don't know where it all saves.
12. Have fun, smile as much as possible and be more excited than you think you should be!

Good luck navigating where to go, what systems to use and how to tweak your business moving forward! If there's anything I can do to support you please reach out to me. I want to be a resource for you in continuing ways to make more money doing what you love during this and any time.

Schedule your FREE Strategy Session today and get 3-5 business or marketing ideas to generate FAST CASH and more! —>> www.AskKat.biz



Katrina Sawa
Award Winning Speaker,



Jumpstart Your Biz Coach &
International Best-Selling Author with 11 books
916-872-4000
katrina@jumpstartyourmarketing.com

www.JumpstartYourBizNow.com/freetrainings - Free tips to Jumpstart Your Biz!
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8 Secrets to a Consistent Money Making Business

JUMPSTART YOUR MARKETING

- 1** KNOW YOUR BIG PICTURE VISION, YOUR GOALS AND BELIEVE IT'S POSSIBLE!
- 2** DEVELOP THE RIGHT PRICING AND OFFERINGS FOR YOU AND YOUR IDEAL LIFESTYLE 
- 3** EXUDE MASSIVE CONFIDENCE TO ATTAIN POSITIVE EXPERT POSITIONING
- 4** IMPLEMENT SMART, CONSISTENT, YET EVER-EVOLVING MARKETING PRACTICES
- 5** ENLIST SYSTEMS, STRATEGIES AND TEAM TO STAY ORGANIZED
- 6** EMBRACE THE RIGHT TECHNOLOGY TO MAKE YOUR LIFE EASIER
- 7** SUSTAIN A POSITIVE MONEY MINDSET WITH SWIFT MONEYMAKING DECISIONS
- 8** DON'T SETTLE FOR ANYTHING LESS THAN 100% PERSONAL HAPPINESS, LOVE AND SUPPORT 

KATRINA'S AWARD WINNING BOOKS!



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