

## Be COVID-19 “Zoom Smart”

Seriously, we’re now all working 140% from home and managing hectic schedules with Zoom, GoToMeeting, Meetup, etc. However, meeting virtually is no reason not to look your best at any hour.

Here are some of my “Zoom Smart” observations and four tools I use to improve the virtual meeting experience for all.

- Get a webcam and place it on a block of wood 18” from your face so it doesn’t appear distorted. *Logitech 1080P \$135 on Amazon.*
- Use a ring light so your face is properly illuminated. *Ring 18” \$79 on Amazon.*
- Get a professional headset so you sound like a newscaster, not like someone calling in from a schoolyard. *Plantronics Voyager 500 \$175 on Amazon.*
- Pay attention to your background. People don’t need to see your kitchen or bedroom. *Download an appropriate background if needed.*

We’re in this for another 12 months. Invest the money and look like a Pro.

Happy Holidays,

Mike Lorelli

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