

Zoom Master – Cheat Sheet

How To Use Zoom To Improve And Grow Your Business

Step 1: Zoom Features

- Zoom meetings
- One to one meetings
- Group meetings
- Screen share
- Zoom plans
- Zoom rooms
- Zoom webinars

Step 2: Benefits of Using Zoom for your Business

Step #1: You can easily setup and manage Zoom

Step #2: Use it to communicate with your virtual team

Step #3: You can install the Zoom client on any device

Step #4: Use it to connect with existing customers

Step #5: Use it to convert potential customers

Step #6: Use it for conducting top level meetings

Step #7: Use it to connect with people anywhere in the world

Step 3: Getting Started with Zoom

Step #1: Sign up for a Zoom account

Step #2: Create a test meeting

Step #3: Configure your meeting settings

Step #4: Schedule a Zoom meeting

Step #5: Invite others to your meeting

Step #6: Learn how to manage your Zoom meetings

Step #7: Record your meetings

Step 4: Zoom Tips and Tricks

Step #1: Record meetings in video format

Step #2: Use virtual backgrounds

Step #3: Use the “touch up your appearance” feature

Step #4: Enable automatic transcript generation

Step #5: Use the gallery view

Step #6: Pause a shared screen to hide what you are doing

Step #7: Use the file sharing feature

Step 5: The Power of Zoom Webinars

- Enables you to provide value
- Be perceived as an authority
- Webinars are not a hard sell
- Access a worldwide audience
- Good webinars engage people
- Great for lead generation
- Build relationships fast
- Leverage the audiences of special guests
- Attract top affiliates
- Can provide a fast ROI
- Use webinar recordings to generate more sales

Step 6: Set Up And Schedule Zoom Webinars

Step #1: Use the webinar registration feature

Step #2: Customize the registration process

Step #3: Schedule your Zoom webinars

Step #4: Set recurring webinars

Step #5: Select the appropriate video and audio settings

Step #6: Set up a questions and answers panel

Step #7: Automatically record your webinar

Step #8: Start your webinar

Step 7: Personal Strategies for Increasing Engagement

Step #1: Position your camera properly

Step #2: Look at your camera not your screen

Step #3: Test your camera position

Step #4: Use the right lighting

Step #5: Use a good virtual background

Step #6: Speak with a smile

Step #7: Get rid of any distractions

Step #8: Tell your audience who you are

Step #9: Use stories to connect with your audience

Step #10: Don't prolong your presentation

Step #11: Use a good quality camera and microphone

Step 8: Zoom Features to Increase Engagement

- Share and show
- Make use of the whiteboard
- Use the annotation tools

- Use breakout rooms
- Change your virtual backgrounds

Step 9: Zoom Master Best Practices

- Understand what Zoom offers
- Applying Zoom to your business
- Get started with Zoom
- Use Zoom features to your advantage
- Use webinars in your business
- Use the Zoom webinar platform
- Improve engagement through your personality
- Use Zoom tools for increased engagement