Zoom Master
Zoom Features
Zoom meetings
One to one meetings
Group meetings
Screen share
Zoom plans
Zoom rooms
Zoom webinars
Getting Started with Zoom
Sign up for a Zoom account
Create a test meeting
Configure your meeting settings
Price your services right
Schedule a Zoom meeting
Invite others to your meeting
Learn how to manage your Zoom meetings
Record your meetings
The Power of Zoom Webinars
Enables you to provide true 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
Personal Strategies for Increasing Engagement
Position your camera properly
Look at your camera not your screen
Test your camera position
Use the right lighting
Use a good virtual background
Speak with a smile
Get rid of any distractions
Tell your audience who you are
Use stories to connect with your audience
Don’t prolong your presentation
Use a good quality camera and microphone
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
Benefits of using Zoom for your Business
You can easily setup and manage Zoom
Use it to communicate with your virtual team
You can install the Zoom client on any device
Use it to connect with existing customers
Use it to convert potential customers
Use it for conducting top level meetings
Use it to connect with people anywhere in the world
Zoom Tips and Tricks
Record meetings in video format
Use virtual backgrounds
Use the “touch up your appearance” feature
Enable automatic transcript generation
Use the gallery view
Pause a shared screen to hide what you are doing
Use the file sharing feature
Setup and Schedule Zoom Webinars
Use the webinar registration feature
Customize the registration process
Schedule your Zoom webinars
Set recurring webinars
Select the appropriate video and audio settings
Set up a questions and answers panel
Automatically record your webinar
Start your webinar
Zoom Features to Increase Engagement
Share and show
Make use of the whiteboard
Use the annotation tools
Use breakout rooms
Change your virtual backgrounds