

Zoom Master – Resources Report

Resource #1

Look for other examples online of why you should use Zoom in your business

Research case studies online of how others have used Zoom to improve and grow their business

Goal: Be more committed to using the Zoom platform in your business by finding evidence that others have experienced success with it

Resource #2

Go to the Zoom.us support site and read articles on how to set up your Zoom account

Look online for articles and other resources on how to use the various features that Zoom offers

Examine the Zoom plans to see which one offers the best features and is the most cost effective for your business

Goal: Learn everything that you can about setting up Zoom correctly and the various features that you can use for your business.

Resource #3

Look for case studies online of how businesses have effectively used webinars to generate leads and sales

Look for examples of successful webinar presentations that you can learn from

Find experts in your niche and approach them for an interview using Zoom

Identify the top affiliates in your niche to promote your webinars for a commission on sales made

Read the Zoom.us support articles which explain how to setup and customize the webinar registration process and other important webinar settings

Goal: Use the Zoom webinar platform to your advantage. Create the most engaging webinars that generate the most leads and sales.

Resource #4

Search online for other good engagement strategies for Zoom meetings

Search online for good webinar engagement strategies that you can deploy with your Zoom webinars

Look on Amazon.com and other websites for the highest quality and best value webcams, microphones and lighting equipment

Read the Zoom.us support articles that explain how to use the whiteboard, screen sharing, the annotation tools, breakout rooms and changing virtual backgrounds

Goal: Learn everything that you can to make your Zoom meetings and webinars as engaging as you can