

Episode #233: How to Grab and Keep Your Online Audience's Attention

Video Transcription

Hello, welcome back to another episode of "Money Script Monday." My name is Allee Marchini and today, we're going to be covering how to grab and keep your online audience's attention.

Over the last couple of years, most people have had to navigate that transition from working exclusively person to person with your clients, whether that be in direct one-on-one meetings or in a workshop or seminar setting.

Now, we're having to host these events or meetings fully online. One thing that we probably all have learned is that this form of communication with clients can be just as successful if done correctly.

Now, your FSR here at LifePro, your dedicated field support representatives. They're really your coach to help you figure out what specific topics you're going to be covering on these one-on-one meetings or during those webinars. But my job today is to really help you figure out how to best set yourself up for success for that next online meeting or seminar.

The first thing we're going to be covering is how to clean up your surroundings and yourself. So, what exactly does that mean?

It's probably pretty straightforward that you want to make sure that the environment that you're in, the background that your clients are seeing is neat and tidy. We don't want to have too much going on behind us so that it distracts from the message that we're trying to give.

On the opposite side of that, you could have just a plain white wall behind you, which is also not desirable. We want to use this as an opportunity for your clients to get to know you a little bit better, learn a little bit more about your personality.

So, it is trying to find that happy medium of the background not taking away from what you were saying, but also adding a little bit to the story that you're trying to tell.

Another thing here is yourself. We want to make sure that you personally are presenting yourself in a clean and tidy manner. Now, that doesn't mean that I expect you to go out and buy a \$500 dress and put on a fancy set of pearls or wear a suit and tie at every single one of these online interactions.

Especially, here in California and some of our advisors in Arizona have told me before, "Look, Allie, this is not realistic. I'm not a suit and tie guy. This doesn't feel comfortable to me."

I absolutely don't want any of our advisors going out there presenting themselves in something that they don't feel comfortable in because your clients are going to see right through that and be able to tell that it's not authentic to who you are.

So, trying to, again, find that happy medium by making sure that you look presentable and put together, but something that still feels comfortable to you.

One thing you can see here is that I personally am wearing black against a white backdrop. We want to keep in mind things like color, and so there's some contrast between you and the environment you're in.

The next section is finding your light and fitting within that frame. So, you want to make sure that your primary light source is always in front of you. We don't want to have a crazy light that's coming from above, or like you're telling a scary story where you have a really big up light.

The main reason for that is that we all look our best when we are lit well from the front. We want our faces to be bright and well-lit.

Another thing to consider here is that you yourself should be centered within the frame. That means that there is some opportunity here that you could go side to side again so that you're making it seem a little bit more natural to the audience. But for the most part, you should find yourself back at home base so that you're centered within that frame.

You can keep in mind something here, the rule of two-thirds so that your eye level is about two-thirds from the bottom of the camera frame.

Now, what does that help you do? It helps you to continue to do that visual check-in directly with the lens of the camera. Again, it's natural to look side to side from time to time as that continuous eye contact could be considered a little bit aggressive to the audience.

But we want to make sure that this is an opportunity here for you to create what was a little bit more of that familiar interaction, getting that eye-to-eye contact that we used to be able to do much more seamlessly at those in-person meetings.

Now, the last section here is talking about delivering your message with confidence. There's a lot of uncertainty going on in the world right now, whether it be financially, economically, the global environment that we're in, and that can instill a lot of fear in our clients.

As I'm sure you've experienced, that can mean that your clients are less likely to move forward with the services and processes that you are suggesting that they move forward with.

One way that we can help overcome those fears is to deliver our message with confidence because if we're able to tell them clearly, this is why they should be doing this, it could benefit their futures then they're going to feel more comfortable moving forward with you in the process.

So, we talked about cleaning up your surroundings, the importance of finding that light and making sure the primary light source is in front of you, and then obviously the importance of delivering every single message with confidence, whether it be a meeting or a webinar presentation.

Now, I've included a few resources on the bottom of this page that just talk about some of these topics in a little bit more detail so that you can go through and practice this before your next online meeting.

So, thank you again for joining us today at "Money Script Monday," we'll see you next time.