



Online Image Checklist

WORKSHEET



Woman of Confidence

PROFESSIONAL ONLINE IMAGE CHECK LIST

01 YOUR ONLINE PROFESSIONAL IMAGE

YES

NO

Do you have a good quality and current professional profile image of YOU for your Web and Video conferencing profile settings?

Is your professional profile Image consistent with how you look in real-life to grow trust and credibility?

Is your profile photo consistent across all Online platforms?

Have you selected a brand style that is consistent and recognizable by selecting a few professional 'go-to outfits' from your wardrobe to help you feel empowered and confident?

02 YOUR PROFESSIONAL SETTING

Have you selected a suitable business backdrop for your video calls and conferencing?

Do you have a nice, tidy non cluttered space or room set up for your video conference calls?

Is your desk, office or background tidy, professional and uncluttered?

Is the room/desk or window lighting bright enough and not casting any unflattering shadows over your face?

If you have paintings, photos or images in the background are they appropriate, not too distracting and positively represent you and your brand?

Do you have appropriate props, books, signage or other branding assets selected for placement on shelves, desk or for subtle brand alignment in the background?

03 | PREPARATION AND EQUIPMENT CHECKS

YES

NO

Have you framed yourself wisely so your camera is positioned at eye level and you are not looking up or down into your camera?

Have you tested your lighting set up in your office or workspace to avoid unflattering shadows, bright back-lighting or hard front lighting during video calls?

Have you positioned your computer, i Pad or phone so that your camera is not set up too low or too close!

Have you pre-tested your equipment to ensure that your microphone, speakers, sound, and camera to check your audio levels and video quality?

PROFESSIONAL ONLINE ETIQUETTE



Have you allowed enough time for you to log into the meeting early?

Have you turned on your virtual Waiting Room?

*(You will be able to see who is in the waiting room) and you can let them into your room when you are ready? You can also do all your audio testing and screen sharing without anyone listening/watching. (*Remember – to turn off the Waiting Room at the appointed time to allow everyone in the room)*

Are all your notifications turned off, so you and your meeting participants are not distracted during the meeting?

Are you in a quiet place where there won't be much background noise or interruptions (e.g. a ringing office phone)?

Do you have a 'clean' desktop and close all applications except what you will need e.g. presentation slides or website pages?

Have you selected full screen presentation mode, so your participants are seeing the correct view?



NEED HELP AND SUPPORT?

Hi, I'm Suzie Lightfoot.
I'm completely committed to helping you build your brand and business –
so if there's anything you need help with, ask away!
Email me at suzie@suzielightfoot.com