

Service Provider's
COVID-19
Survival Pack



How to Build a Shopify Store for Service Businesses

COVID19 forced businesses to set up online operations to survive. But right now, there are easy ways to have an online presence without spending too much time and money. And that's through a Shopify website.

You might think that Shopify is just for physical goods. But Shopify can also be used for service businesses and digital goods. Here are some examples of Shopify stores with service businesses and digital products:

- [Toufie](#) (customized shoes)
- [California Native Plant Society](#) (Memberships)
- [Healthy Habits Living](#) (Consultations)
- [Buti Yoga](#) (Classes, Lessons, Tutorials)

Nifty, right? So what do you get from a Shopify subscription?



Shopify Subscription Features

With every Shopify subscription, you get an e-commerce website plus a dedicated blog page. Blogs are essential to get your business healthy organic traffic from search engines. What this means is that people can find your website when you rank on certain keywords.

For example, you're selling online fitness coaching sessions. When you write relevant articles connected to your target market like "work-from-home exercise routines," you can show up on the search engine when people type "work from home exercises."

With this, you might get clients when you show up on the first page of the google search. This is good because you don't need to pay for this marketing.

You also get a free SSL certificate that provides security for your customers.



Getting Your Domain Name

Your domain name represents your online address. This is what customers type when they want to go directly to your website. So you have to think of something catchy and easy to remember.

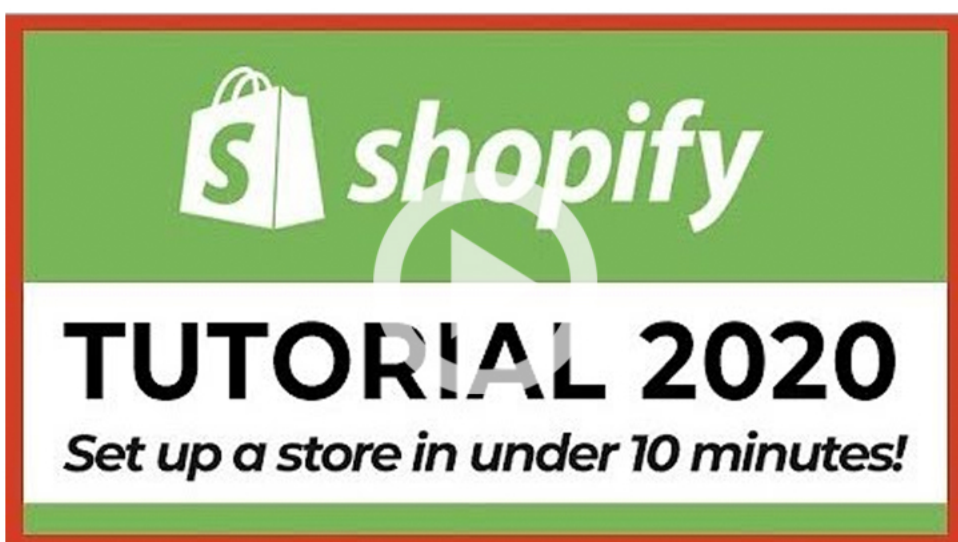
You can buy a domain directly from Shopify. But if you already bought one, you can use that instead. If you don't want to spend money, Shopify can give you a free domain, but it will have a ".myshopify.com" suffix.



Designing Your Website

Designing a website is hard if you do it from scratch. When you opt for Shopify, you already have professional templates you can use to sell your services online effectively.

Check out this video to create your Shopify website in just 10 minutes.



You can also install some nifty plugins in your website to tailor fit it to your needs. Here are some you can consider:

- [BookThatApp](#) (Online Reservation and Booking)
- [Bold Memberships](#) (Recurring Membership Management)
- [Sufio](#) (Invoicing for Service Businesses)



Customer Payments

Payment options are integrated with your Shopify store. You can choose either:

- Shopify Payments
- Paypal
- Third-Party Credit Card Providers

With this, you can collect payments easily with your services.



Setting Marketing Campaigns

Shopify also allows you to set discounts and promo deals. Setting promo codes can be one of the following:

- Percentage-based
- Fixed Amount
- Free Shipping
- Package Buy X Get Y Deals

With these marketing options, you can drive more sales to your website.



Sales and Business Analytics

How can you improve your sales further? What processes do you need to improve? Shopify has an analytics section so that you can measure the performance of your business. Here are some data you can see:

- Total Sales
- Online Store Sessions
- Returning Customer Rate
- Online Store Conversion rate
- Average Order Value
- Total Orders

There are also sales by location and traffic source. You can make reasonable marketing campaigns based on the data you've gathered.



The Right Plan

Shopify has different **pricing rates** per plan tier.

- Basic Shopify (\$29)
- Shopify (\$79)
- Advanced Shopify (\$299)

The relevant difference between them for service businesses are lower credit card rates and more staff accounts.

You can also get a 10% discount for annual plans and 20% discount on biennial plans paid upfront.

With that, let's thrive and be a stronger brand today and after the quarantine.



5 STRATEGIES FOR PERSONAL FITNESS INSTRUCTORS TO MAKE MONEY ONLINE

The COVID-19 pandemic is a huge blow to the fitness industry. It's not like anyone can go to the gym right now, and even if they could, would they really want to risk contagion for a body they can't exactly flaunt at the beach this summer?

Still, you can bet that there are quite a few people out there who would like to maintain their hard-won gains. Plus, there are also those who would like to use this time to work hard on their body goals too, even if they can only exercise at home.

So, how can you as a personal fitness professional reach out to these people and still manage to earn a living while in quarantine? Here are five different ways to go about it.

1. Online Fitness Studios.

Do your clients rave about your training plans? Have you got a sizable following on social media? Do you know how to shoot and upload a simple exercise video?

If the answer to those three questions is "yes," launching your own fitness studio online is a great option for you. This way, you can upload your training courses and clients can either subscribe to gain access to all of them or pay for access to a specific course.



Of course, your content should be appropriate for the sort of gear that your audience would have at home. However, if you pull this off well, it could open up a new revenue stream that'll continue to pay off long after the pandemic is over.

2. Fitness Apps.

There are plenty of remote developers who can help you put an app together, and you won't even have to meet up in person to do it.

Fitness apps are similar to fitness studio websites. You can put your content on these, and your clients can purchase access to the ones they would benefit from the most, whether it's a basic everyday workout routine or something that's more targeted. The only difference is that you can program your app so that it works just as well offline, thus enabling your clients to take their workouts with them anywhere.



3. Downloadable Workout or Nutrition Plans.

If you're not particularly tech-savvy or are a bit shy about posting your workout videos online or in an app, you can simply get someone to transcribe your workout or nutrition plan and turn it into a downloadable PDF.

You can then offer clients free access to the first page, and then charge them for access to the rest.



4. Fitness or Nutrition E-books.

Now that people have a lot of time on their hands, you can bet that they'll have both the time and inclination to read up on personal fitness. (It's not like there are plenty of better things to do at the moment.)

You don't even have to write all the content yourself. There are several content writers you can hire remotely, and you can simply just provide them with an outline to follow. From there, simply check if the content they produce is accurate and, most importantly, in line with your personal branding.



As with the downloadable workout or nutrition plans, you can give free access to the first chapter (be sure to make it smashing to attract more readers) and then charge for the rest of the book.

5. Affiliate Links for Fitness Products.

An affiliate is someone who regularly uses a certain product and receives a commission for recommending it. Basically, if your client uses your affiliate links, you'll earn a percentage of the sale.

So, think about the sort of equipment (e.g., resistance bands, yoga mats, medicine balls, etc.) you use in your workouts and how some of your clients might want to purchase them. A direct link would certainly make things more convenient, and could result in additional income for you. All it takes is a bit of research.



First, Google the company creating the equipment to see if they have an existing affiliate program. Simply type in the product or brand name + affiliate program and sign up for it if they've got one.

Otherwise, you can go to [Amazon Affiliates page](#) and generate an affiliate link for any products you might be promoting. Do note, however, that you do need to divulge that you'll earn a commission if your audience purchases products through your affiliate links.



10

Strategies That Will Help Beauty and Wellness Salons Survive COVID-19

A personal touch has always been what made your beauty salon or spa stand out, right? Self-care is just so intimate that there's no other way around it.

Unfortunately, COVID-19 has rendered the personal touch a literal kiss of death. Well, for normal operations, perhaps, but it doesn't have to be so for your business.

But how can a business that relies so much on person to person contact stay relevant, safe, and somewhat profitable during this time? Here are some strategies that might help:

1 Stay in touch with your VIP's.

You already have an existing relationship with these clients. Make sure you don't neglect them before you even try to reach out to prospective ones.

Sending the occasional email or SMS to remind them that you're still around and are checking in on them helps, as is letting them know of how your business is adjusting to the new normal.



2 Sell vouchers for future treatments or services.

This can help augment your immediate cash flow and will also drum up excitement for when you reopen. As a rule, your vouchers should be worth more than their listed price. For instance, if you've got a certain facial that was really popular among your customers, you can sell a booklet of ten coupons worth one facial each for the price of eight facials.

Do note that you would need to be sensitive about extending the expiry dates of such coupons, of course. The last thing you want is for a sick customer to power through just to attend their appointment and risk infecting your staff and other customers.



3 Expand your retail sales.

Do your clients love the shampoo and conditioner at your salon? Does your massage oil have a cult following among your VIP customers? If so, now would be the time to capitalise on that.

So long as you can get a hold of the supply, your existing customers could fill in the demand, especially if the products you choose to sell could extend the results of their last treatment (i.e., hair oils or serums) or help replicate a spa experience at home.



4 Create product kits around your most popular services.

Think about the sort of problems your customers are currently grappling with on their own while your usual services are unavailable. Alternatively, you could reach out to them directly on social media to find out.

Are they worrying about keeping their skin acne-free without their weekly facials? Do they have trouble sleeping now that they can't have weekly massages to relax them? Once you figure out a specific pain point, brainstorm about which products you can bundle to help them out with their home care and make these available for purchase on your website or social media channels.

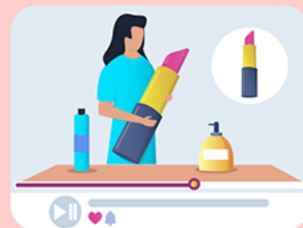


5 Collaborate with your suppliers.

Check in with the companies supplying your skincare, haircare, or relaxation products and see if they offer affiliate links you can earn a percentage from. You may also want to see if they have tutorial videos or testimonials about these products so you can market these better on your social media pages.

6 Host weekly make-up classes.

In the same vein, you can also set up webinars or Zoom sessions with clients who are interested to learn about doing their own hair and makeup or replicating a certain look (e.g., "no make-up" make-up, smoky eyes, etc). Make this a free service, but provide a link for purchasing the featured products afterwards, either on your own website or via an affiliate link.



7 If you are allowed to operate, reduce the number of appointments at any given time.

In case they've already lifted the quarantine in your area, do continue to observe social distancing. Even if the number of cases might have gone down, we're nowhere near a vaccine or cure.

For example, consider having only one or two clients in the treatment rooms at one time. You may also want to allot more time between appointments so you can sanitise the facilities more thoroughly.

As a bonus, be sure to take videos of these procedures and post them online to give your customers peace of mind (and also to encourage them to keep patronising your services).



8 Keep things clean.

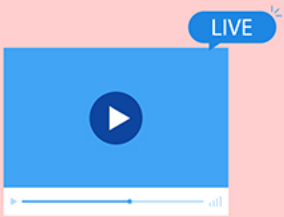
Duh, this is a given. We're not just talking about regularly mopping or cleaning your premises, but continuously disinfecting common surfaces too. Having hand sanitisers or alcohol dispensers in strategic places also helps, as do autoclaves for sterilising equipment after each use.



9 Provide value-added content online.

Leverage all of the free video conferencing software and video sharing/streaming apps by posting content that can guide your clients through common concerns such as cutting their bangs, picking out the right products to use between treatments (with links as to where they can purchase them), and so on.

You can even set it up so that your clients can have one-on-one video consults with their favourite aestheticians, hair stylists, or massage therapists.



10 Expand your retail sales.

Encourage your people to take care of themselves and not to come in to work if they're not feeling well. Not only would you be setting a great example for your industry (and perhaps even earning some good will), but you'll also be keeping your clients and other staff safe.



remote staff

www.remotestaff.com.au



Simple SEO Techniques to Help You Achieve Organic Traffic in Google Search

Your website is like your virtual shop online. You have to make it attractive for people to visit and buy. Easy? Not exactly.

Online traffic is not that simple. With millions of websites around the world, how can people find your web address? That's where SEO comes in.

SEO or Search Engine Optimization is the practice of optimizing your website for the Google search engine. Google search has an algorithm to rank the best content across the web for certain keywords. And if you know some basics, you can appear in the first-page search results.

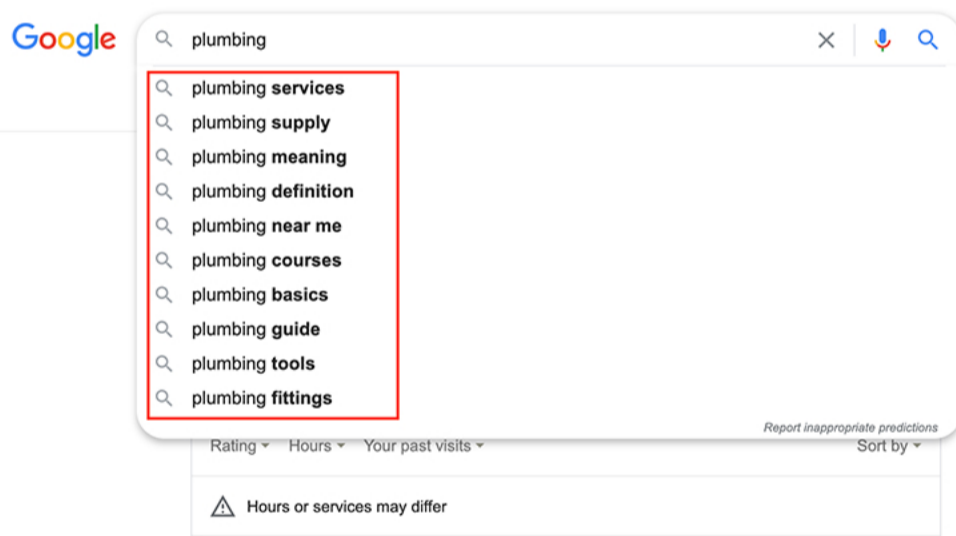
Here are some simple SEO techniques to help you achieve organic traffic in Google search.



For Those Without a Website

Although creating your website is highly encouraged, some service businesses can't build as of the moment. With that, can you still take advantage of Google searches? Yes, you can by creating a Google My Business.

Just login to your Gmail account on the [Google My Business](#) website, and fill in your business details. The goal is to appear in the "Three Pack" showing when you search for certain keywords. For example,



As you can see, if you appear at the top three results, you can get organic traffic from Google search. To further increase your chances, you can:

- Add as much information and content (like images, descriptions, videos) in your Google My Business.
- Get as many Google reviews from your satisfied clients.

For those with a Website and Blog



Know Your Readers

If you haven't already, you should have a buyer's persona in mind. A buyer's persona is a fictional character that represents your target audience. You need to understand their demographics, desires, behavior, and more. And pattern your articles as if you're talking to them.

Remember, SEO is not all about algorithms. You should write for your audience something that they enjoy and understand.

Time for new Content!

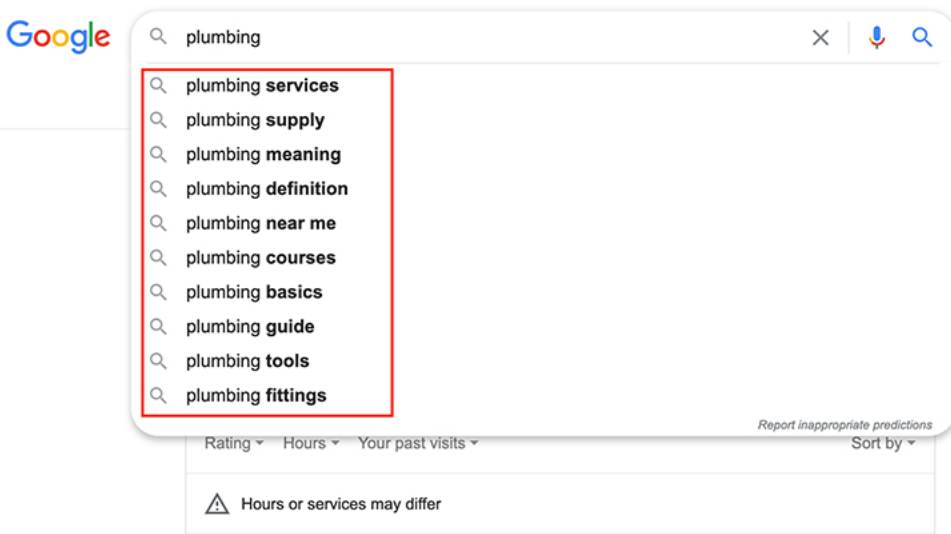


Finding Topics for Your Blog

You might have a few topics in mind for your blogs. But you need to have consistent articles to provide more value to your target market. The question is, where do you find the topic ideas?

Google Auto-complete Keywords

When you have certain target keywords, you can try inputting them in Google and check for the suggested extensions of your keywords.



As you can see, there are longer versions of your keyword that Google suggests. These are possible topics that you can write about. Why? The fact that Google suggests it means that people are searching for it as well.

Searches related to plumbing

- types of plumbing
- plumbing work
- introduction to plumbing
- house plumbing system diagram
- plumbing guide
- plumbing fittings
- plumbing pdf
- residential plumbing systems



You can also check the lower part of the Google search for some suggested keywords phrases. These are possible topics you can also tackle in your blog.

AnswerThePublic

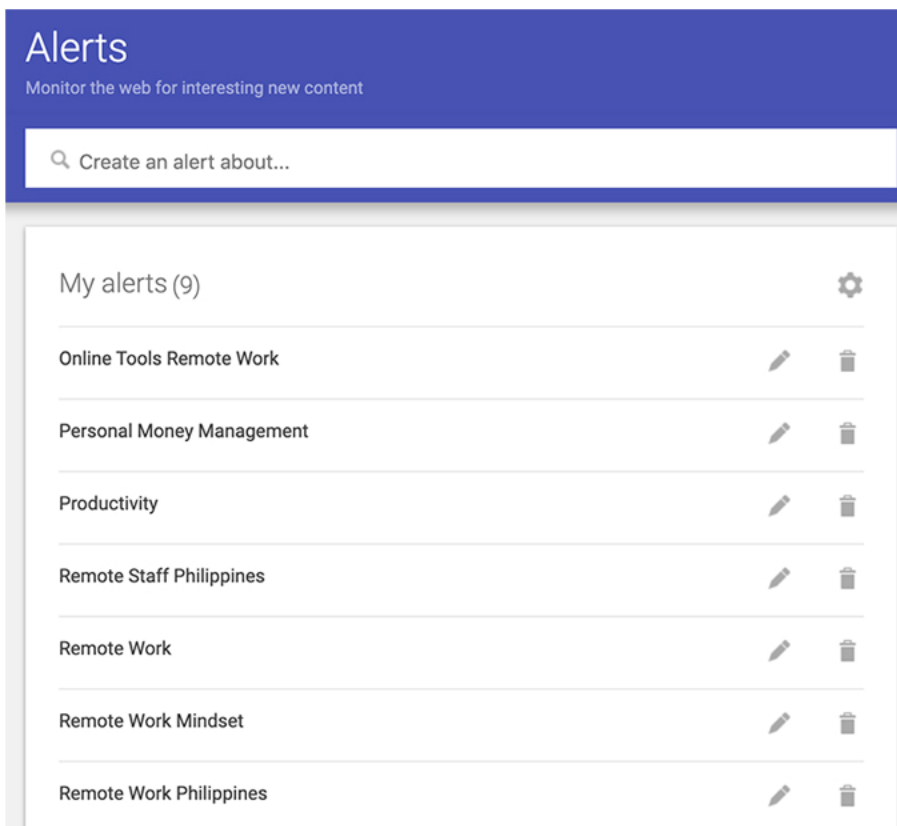
Ever wonder what the public is asking? Use the AnswerThePublic tool to know the ranking questions people are searching for online



It shows results in an easily understandable diagram where you can get some pretty cool ideas.

Set Google Alerts

If you have certain keywords in mind, you can automate getting relevant topics trending on each keyword. Simply set your Google alerts for it.



Just go to alerts.Google.com and enter the keywords.

Delivery time
Choose when to receive your alerts.
Time of day

Digest
Receive all alerts in a single email.
How often
Deliver to

[CANCEL](#) [SAVE](#)

You can also choose what time it will be sent to you every day. It's like you have someone looking for topics just for you to write about.

Check Communities, Forums, and Reddit

Most likely, there are communities centered around your main product. For example, you are selling music lessons. Try to join communities, forums, and Reddit. And look for hot topics that people are asking about.

These will be helpful for those looking for answers. And you can get traffic for your website if you post them on these communities as well.



Write Articles 8 Graders and Above Can Understand

When you write for your website, you don't need to have a Ph.D. in journalism or English writing.

Ideally, blogs should have a readability score of around 60-70 in the Flesch reading ease score. Readers with ages 13 to 15 years old should understand what it means. And that makes sense.

Ask yourself. When searching for online content, do you want to read complex words and find meaning through a dictionary? NO!

You just want something you can understand fast! So if you can write simple English like a teenager would, you can be a good writer for your blog.



Write Using an Outline

When people read blogs, most usually skim through it and go directly to the information they are looking for. And it's easier for them to do that when you write using an outline. Just look at these two examples:

Hold your salivating palates! Let me tell you how to get there first: If you're coming from Toyosu after the Tuna Auction, just use Google Maps because the routes and bus change are confusing. This is [generally your options](#). If you're riding a train, you just need to search for "Tsukiji Station". For example, if you're coming from Shinjuku, this [might be your route](#). Google maps in Japan is spot on to the last minute. Download it! It's your travel best friend here. Now for the fun part! Here are Must-Eat Foodie Finds in Tsukiji! (Sorry in advance because I can't read Japanese. I will include the photos of the stores so that you can find it yourself! Hahaha!)

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What to Eat in Tsukiji
Now for the fun part! Here are Must-Eat Foodie Finds in Tsukiji!
(Sorry in advance because I can't read Japanese. I will include the photos of the stores so that you can find it yourself! Hahaha!)

As you can see, you can readily find the information when it's formatted like an outline. Don't forget to use "H2" when highlighting this so that Google can better index your article.



Utilize White Spaces

Similar to outlines, you also want to utilize white spaces to your advantage. These are blank spaces that make your text more readable.

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If you check the example above, it practically says the same thing. However, if you limit around 2-5 sentences per paragraph, it will be easily read by your target audience. And you want your customers to consume your information better to rank higher in Google searches.



Interlinking

Interlinking is embedding hyperlinks in your content to provide more information for your readers. Interlinks give Google an idea about its structure, and it can rank it better based on that.

How to Get There

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There are two types of interlinks — external and internal. External links are reliable links outside your website, and internal links are links to your own website.

If you maintain healthy interlinks, it can push your website above the first page.



Measuring your SEO Efforts

Now, the results for your SEO efforts can't be seen overnight. But how can you see it then? It's by using Google analytics. It helps you track your website's progress. Here is how you can do it:



To improve your performance, you can check the following data:

- Acquisition Overview
- Social Overview
- Bounce Rate
- Traffic Sources

- Conversions
- Behavior Flow
- Exit Pages

By knowing this, you can create campaigns and changes that can improve specific stats.

Conclusion

With that, you have a working knowledge of SEO. Optimize your website's SEO to get more traffic and leads organically with Google search.

Road Map for Surviving COVID-19 As a Service Business

For the first time in living memory, face-to-face customer interaction can potentially be a life or death situation. Given how COVID-19 spreads, it would be both unwise and irresponsible to get a haircut, book a massage, or even to go to the doctor's office for a simple consultation.

Sure, there are tough times ahead for all businesses, but the service-based ones have their work cut out for them. Whether you operate a hair salon or a wellness spa, or are a fitness instructor or a personal tutor, you'll be forced to play by a very tricky new set of rules for the foreseeable future.

Worried? Scared? You're not alone. This guidebook contains a lot of specific guides with helpful tips for different kinds of service businesses, but the following road map presents a more general strategy:

This isn't the time to stay quiet. From your employees to your most loyal customers, make sure that all these stakeholders are aware of your efforts to ensure their safety. It would also be a good idea to communicate what changes you're making to the services on offer as well as how your clients can best get in touch with you for questions or concerns.



Communicate, communicate, and communicate.

Harness the power of social media.



Whether they've lifted the quarantine or not, a lot of people will opt to stay home to reduce their risk of contagion. And you can bet that they'll be spending a lot of time on social media, so make sure your Facebook, Instagram, or any other appropriate social media platforms are active, updated, and, most importantly, responsive.

No, your website doesn't have to look all nice and shiny (though it certainly helps), but you should check how your search engine optimization (SEO) is set up. Done properly, this can help your site show up on the first page of the search engine results, thus increasing your chances of catching your ideal customer's eye (and eventually, wallet).



Use SEO to expand your online presence.

Lean towards a retail source of income.



Think about the physical products that come with your services and are popular among your clients. If you've got access to a certain facial wash, shampoo, or massage oil that customers are dearly missing, you can try retailing it to them online.

Haven't got a physical product? How about launching your own fitness app or creating a series of homeschooling webinars instead?

The possibilities won't be clear at first, but you can uncover them with a little creativity.

Yours, your staff's, and your customers', that is. If you're already operational, don't force yourself to come in if you're feeling under the weather. The same goes for your employees and clients. Now would be the time to be more gracious about sick leaves and cancellations.



Prioritize safety and security.

A 5-step guide to using Instagram to Promote Your BUSINESS

Beef up your visual assets.

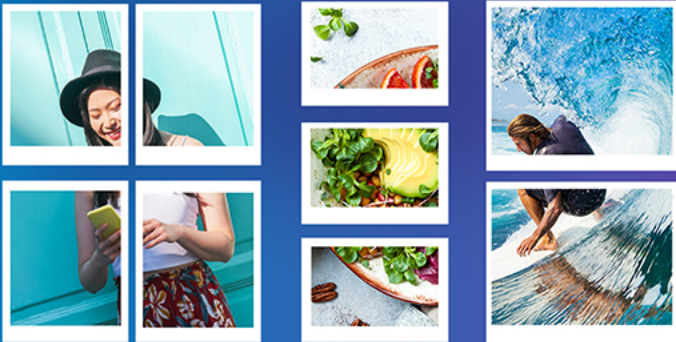


01 Instagram is a visual battleground. The accounts with the best photos and overall aesthetic tend to attract the most followers. And the more followers you have, the higher your chances of converting all those hearts into \$\$\$'s.

Good photos are a must when promoting your services on Instagram. You want clear, crisp ones taken at the right angle. If you're a personal trainer, for instance, put on well-fitting workout attire, groom your hair, and find a spot with good lighting before taking photos for your feed.

Sloppy, blurry photos can indicate a sloppy business, and that's the last thing you want to advertise.

Use the 4:3:2 rule when planning your content.



02 That's four posts that add value to your ideal client, three posts that should create connections with the same, and two posts that promote or sell your service.

Why just two? Well, you first need to build a relationship with your prospects on IG before you can even begin to push your products onto them.

It also helps to space out your posts so that the promotional ones only appear after a couple of value-added or connection seeking posts. For example, you can have a post showing an easy everyday fitness routine, another with an inspirational quote (e.g., "Consistency is key") and asking your followers for their favorite one, and finally, a post promoting your own fitness app or website.

To provide value, come up with either educational or entertaining posts.

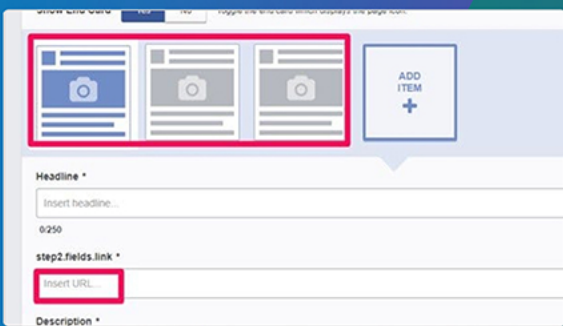


03 Don't be afraid of sharing your expertise online via tips. They can draw more followers in and establish you as an authority on the subject. This way, you'll be the most obvious choice if your followers need the sort of service you provide.

So, if you're a cleaning service, you can post tips on how to disinfect homes properly. If you're a bookkeeper or accountant, you can invite your followers to ask you questions about any government incentives that other businesses can avail of. The trick is to use your expertise to solve a problem or to answer a question that your ideal customers might have.

Humor too, can make for great content, so long as it's appropriate for your brand and service.

Always include a call to action.



04 For your value-added posts, go for small asks. This can include tagging a friend who needs to see the posts, sharing the post, and following your IG account.

For instance, you can write things like "Tag a friend who needs to see this post" as the caption for a before and after photo of a house cleaning. If you're a fitness enthusiast, you can share a humorous comic about the dangers of dieting and ask your followers to share it if they can relate to it, and so on.

These small asks won't just increase your algorithm ranking, they'll also condition your followers for bigger asks, such as when you post promotional ads selling your services. (e.g., "Download my fitness app today!," "Sign up for our online tutorial sessions here!," etc).

Maintain a connection with your audience.



05 Reply to comments, dm's, and make sincere, consistent attempts to engage with your audience. Whether it's facilitating a discussion, inviting them to share their own thoughts, questions, or opinions on a topic, or providing them with useful information, do whatever you need to in order to stay connected to your audience.

Remember, people rarely ever buy stuff from people they don't like. This is especially true for those in the service-based industry too.

ADVANTAGES AND LIMITATIONS



of ONLINE CONSULTATIONS

Online consultations are a convenient way to provide services on-the-go if you're a healthcare professional, a consultant, or a tutor. It allows you to connect with your client base even if you're staying at home (or anywhere). This is a viable option, especially during the pandemic.

But there are certain limitations to online consultations. Here are the advantages and limitations of online consultations.



Advantages

- ✓ **Low Cost**
- ✓ **Saves Time (Commute, Booking, etc.)**
- ✓ **Location Independent**
- ✓ **Expand your Client Base Beyond Your Area**
- ✓ **No Risk of Infections**

Limitations

- ✗ **Limited Physical Examinations**
- ✗ **Miscommunication**
- ✗ **Can't Use Certain Diagnostic Equipment**

Even with the limitations, the peace of mind of getting online consultations is enough for most clients. For further tests or difficult cases, you can always refer them after to facilities near them.



UBER-LIKE APPS FOR SERVICE PROVIDERS

Ever wish you can sell your courses and services on-demand like Uber? Well, technology is here! You can now have access to digital marketplaces with your service business.

Here are some you can access:

Join Telehealth Networks

For healthcare professionals, you can join a telehealth website to offer your services. More and more people are open to get reliable consultations online to avoid the hassle and to be safe from the pandemic. Here are some website you can try to visit:



Offer Live Classes (Ages 3 - 18)

A lot of kids need to be busy in the quarantine season. If you're a tutor for arts, English, world languages, music, and more, you can offer your services to multiple clients across the globe. Here is a platform you can use.



Share Your Pre-recorded Courses

Maybe you can pivot your tutoring to pre-recorded courses. If done well, this setup offers passive income for your practice. Here are some prominent course marketplaces you can sell your services to.



With that, share your services to the world at the comforts of your home!



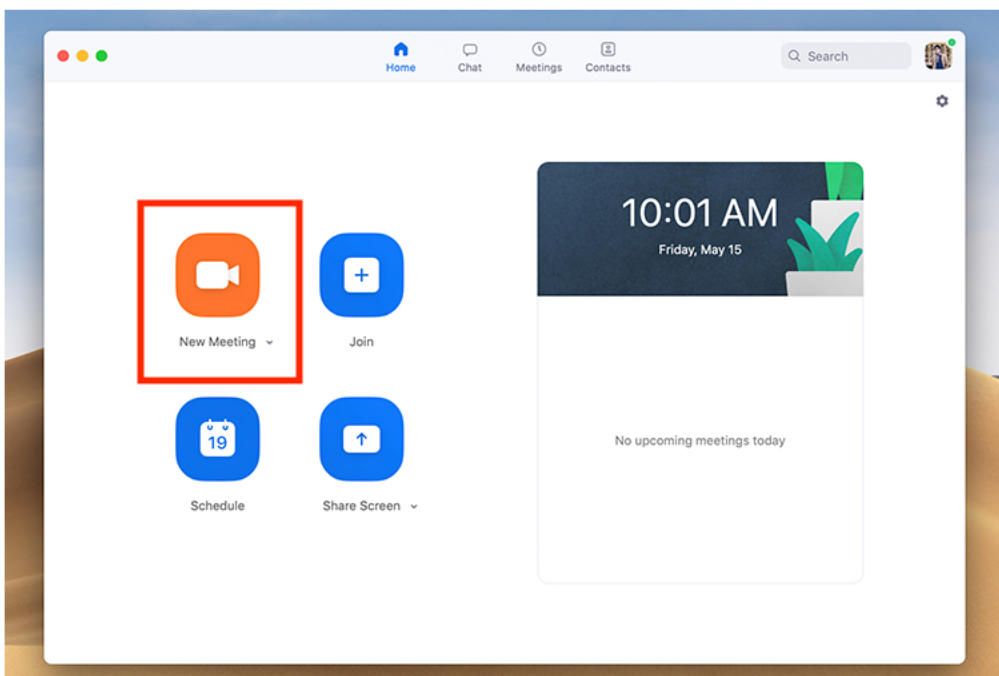
How to Set Up A Zoom Online Class

COVID19 forced multiple service-oriented businesses like tutoring, fitness coaching, and classes to stop operations. Yes, it's for our good. But can we do something to still prosper our careers online?

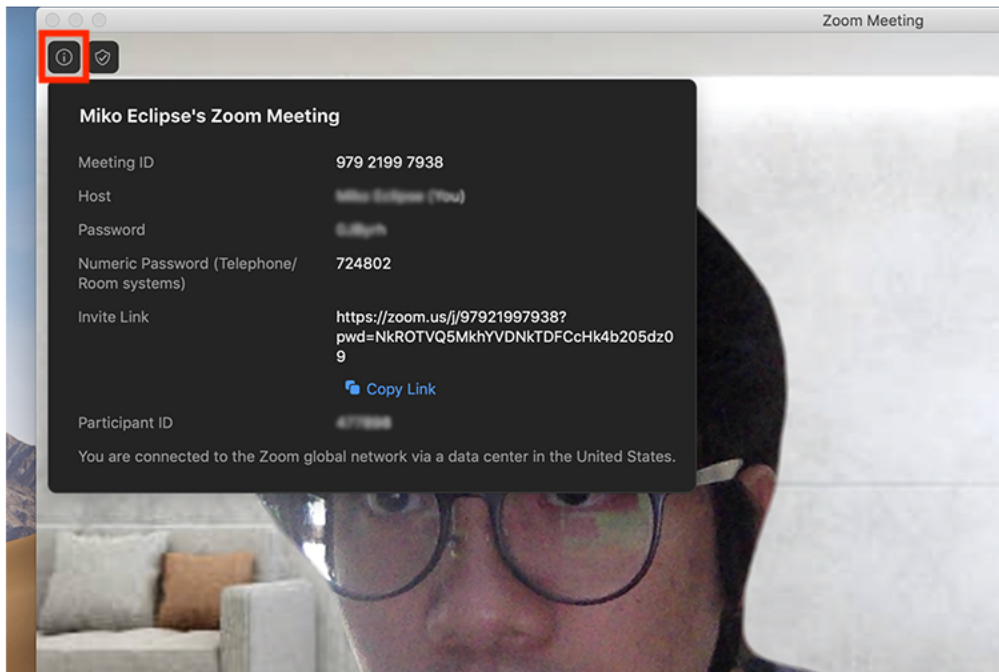
Zoom can accommodate your yearnings. It's a powerful video conferencing tool to continue your operations for your clients.

Creating a Zoom Meeting

Setting your own online class is easy. If you know how to use social media, the learning curve for Zoom online classes is just a breeze. Let's start!



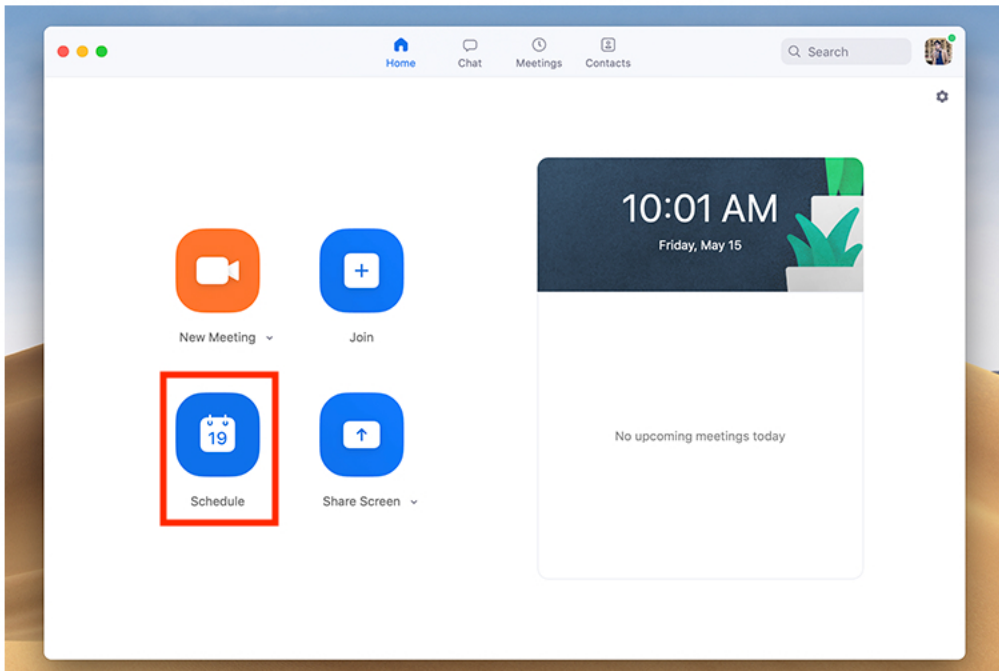
To create a Zoom meeting, just click the "New Meeting" button.



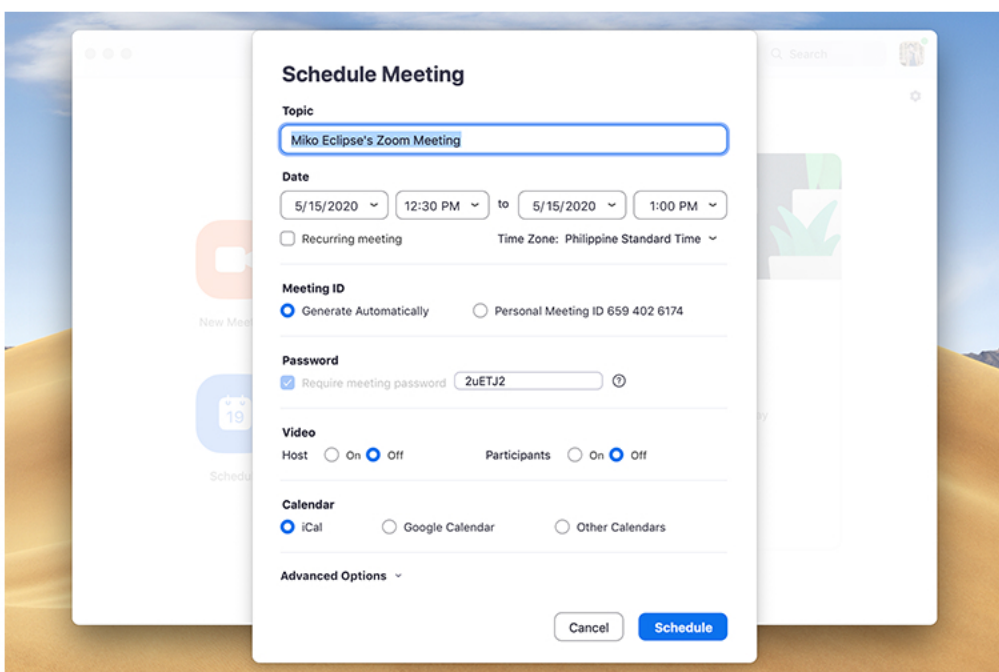
And you can share your meeting details by clicking the upper left button, and copying the link of the meeting.

Scheduling

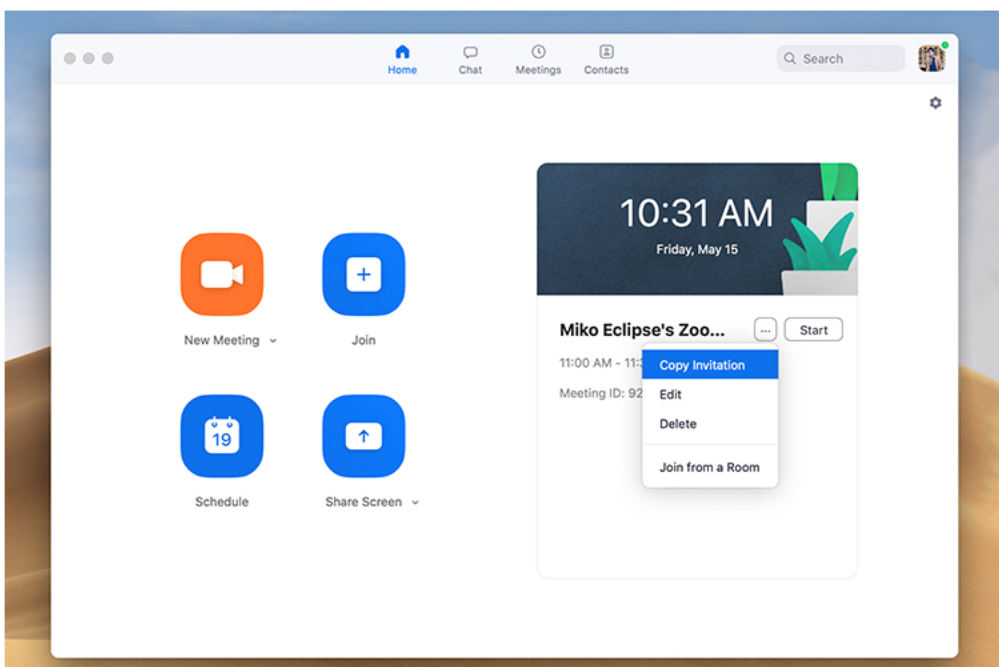
You can pre-schedule your classes, and it can even sync in your respective calendars.



Just click the "Schedule Meeting" Option.



Set your preferences. You can also include a password for additional security.



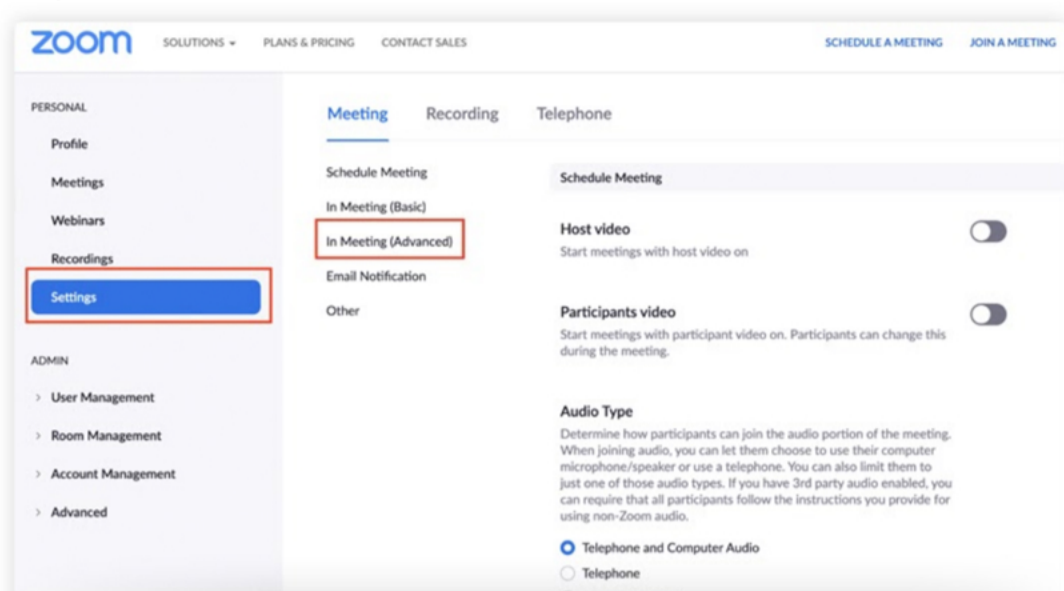
And "copy the invitation" for your students.

Waiting Room

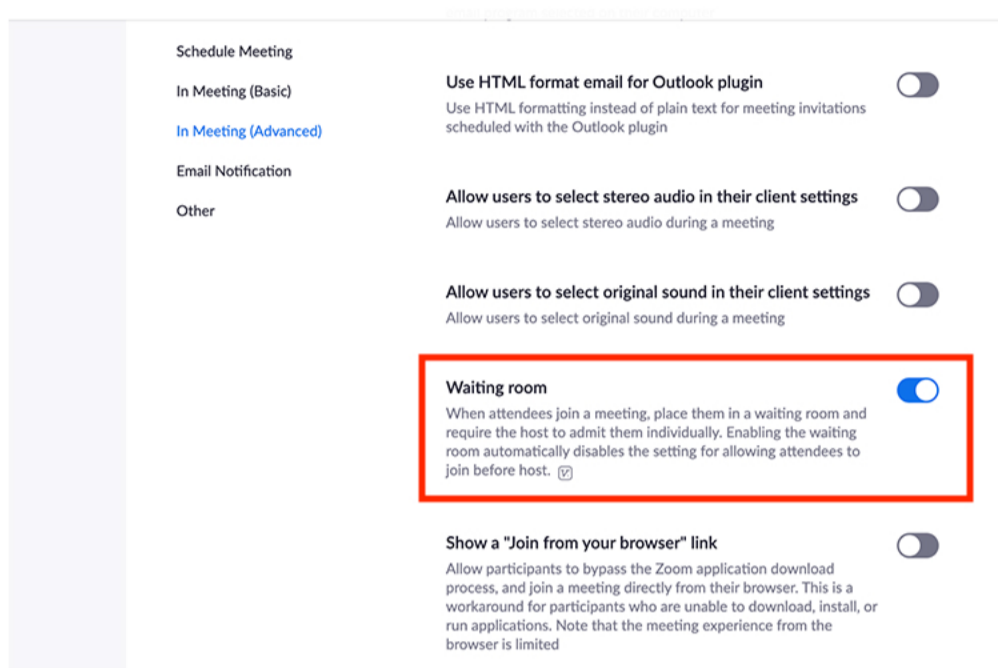
There have been many reports of uninvited participants joining Zoom calls. How can you ensure privacy with these happenings?

Zoom rolled out a nifty feature called "Waiting room." When people click your Zoom meeting, they are first held in a waiting room. With this, it allows you to manually accept participants before they join the actual meeting. You can now avoid those pesky trolls hacking your Zoom meeting.

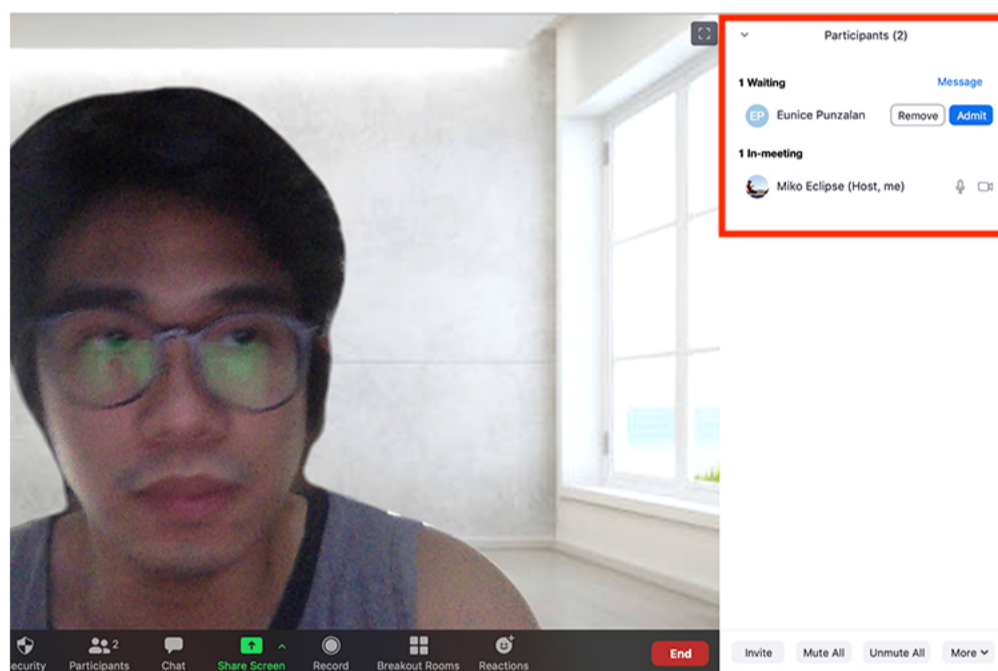
To do this, first sign-in your account in [Zoom.us](https://zoom.us).



Go to settings and click "In Meeting (Advanced)."



And then, turn on the "Waiting Room" option.

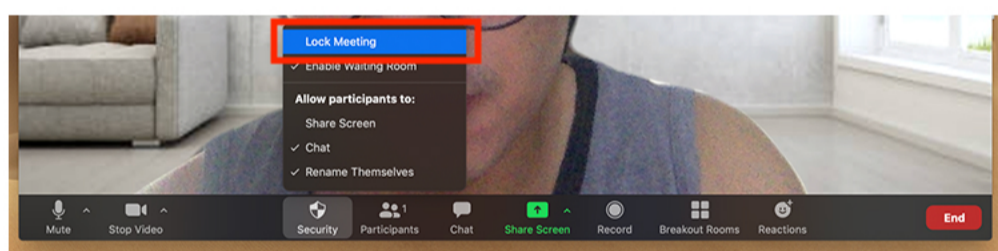


You can control who enters your class by manually accepting them.

Lock Your Class

There have been instances where unauthorized individuals hack in your Zoom sessions. On top of heightened encryption and security, you can now lock your room.

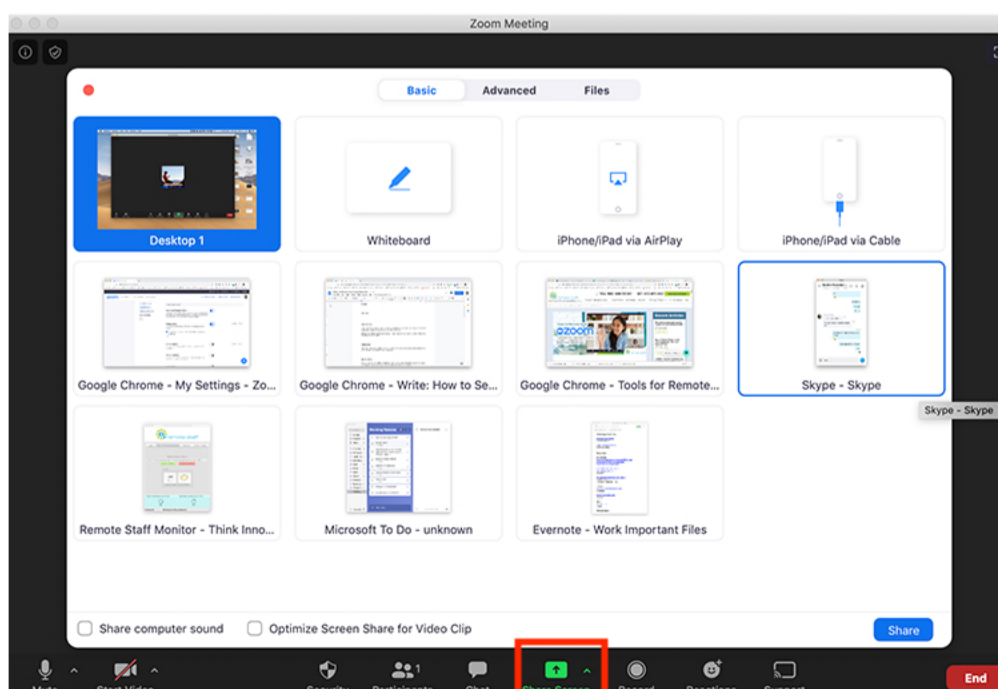
Meaning, when all your students are inside your "Zoom classroom," you can lock it down so that no one can enter anymore.



To do this, just click the security button. And choose "Lock Meeting."

Share Screen

Visuals are important in classroom learning. If you're teaching a concept, a PowerPoint presentation can effectively organize the information for your students.

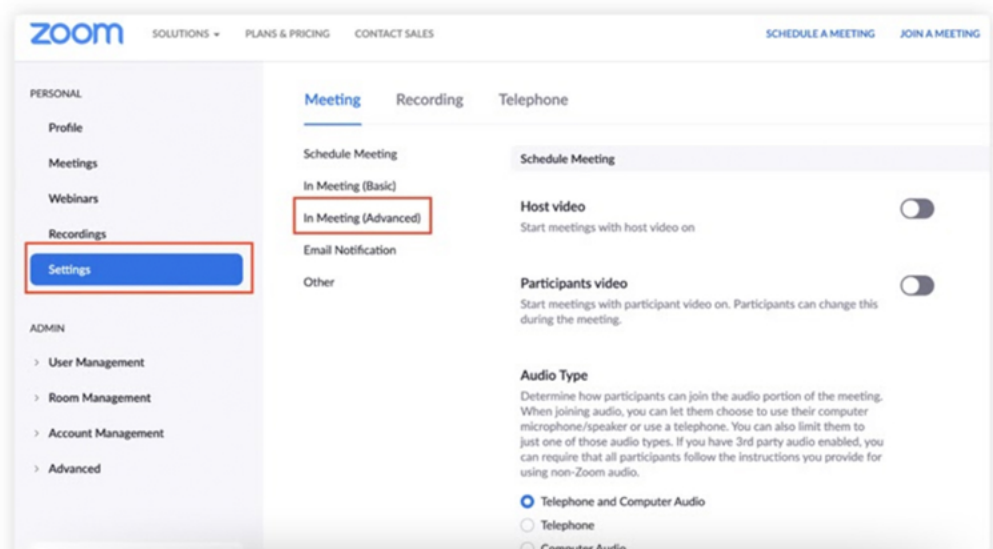


Just click "Share screen." And choose the files you want to share.

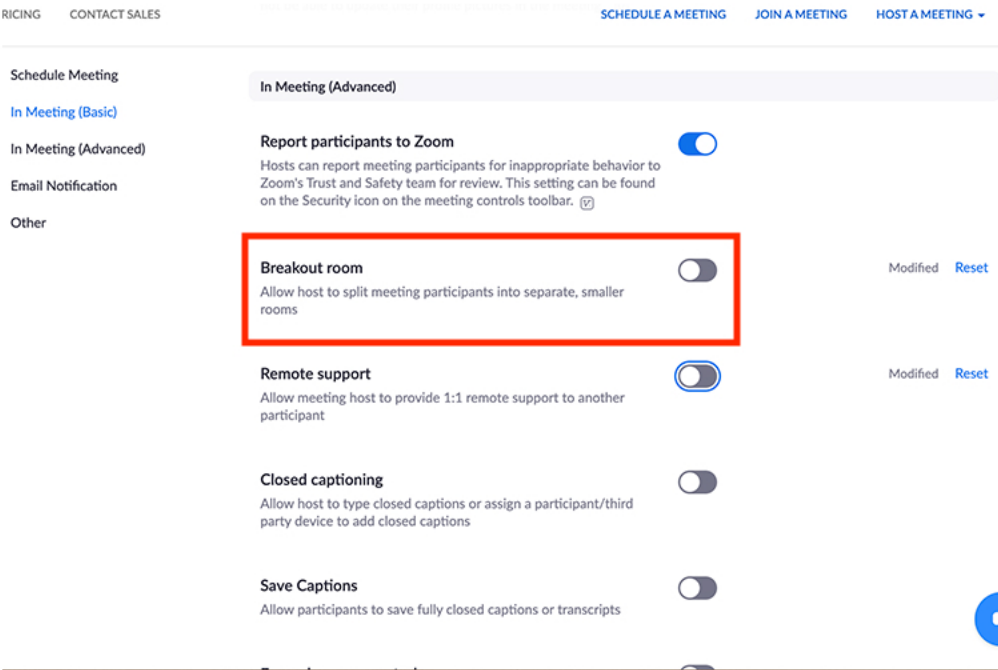
Breakout Rooms

Group discussions and activities are effective tools for learning. The collaboration between the students can bring new ideas and insights. And you can also do it in your Zoom classroom.

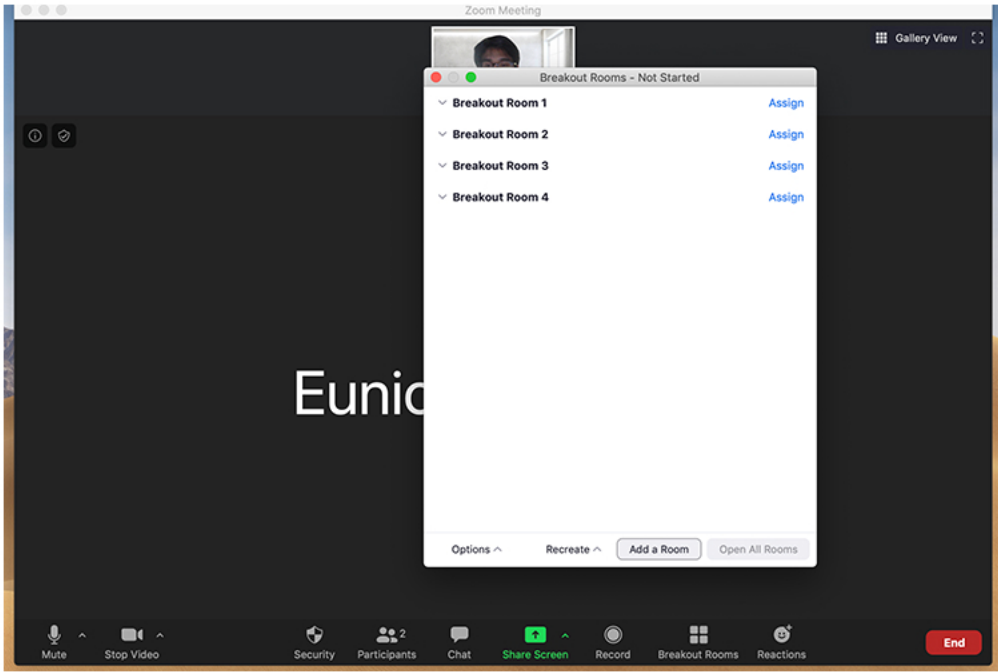
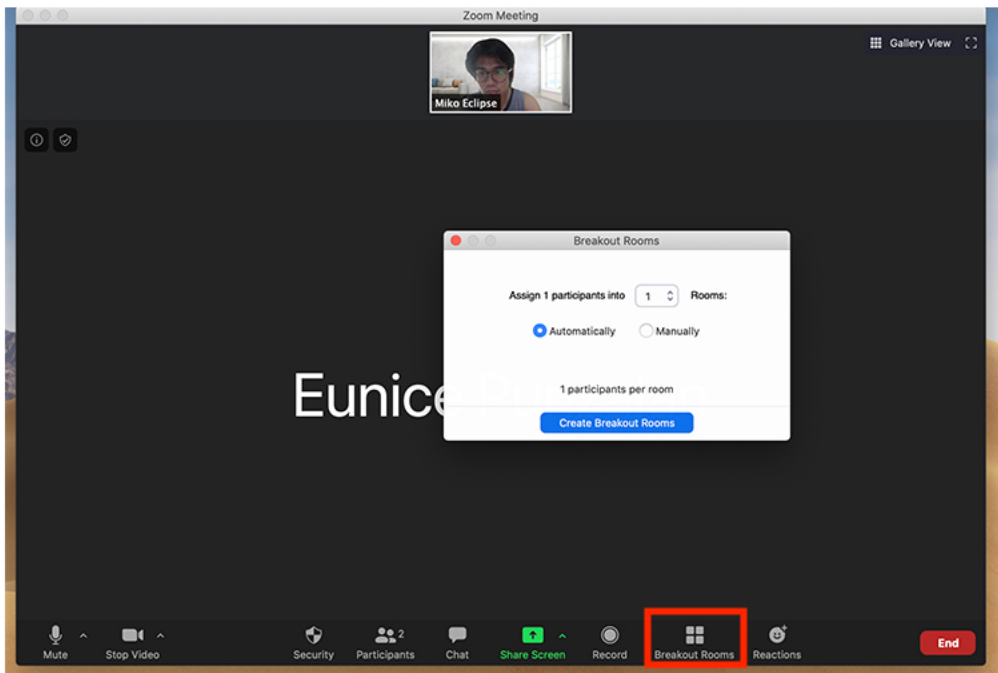
First, you need to change some settings in your Zoom account. Go to [Zoom.us](https://zoom.us) and sign-in using your Zoom details.



Go to settings and choose In Meeting (Advanced)



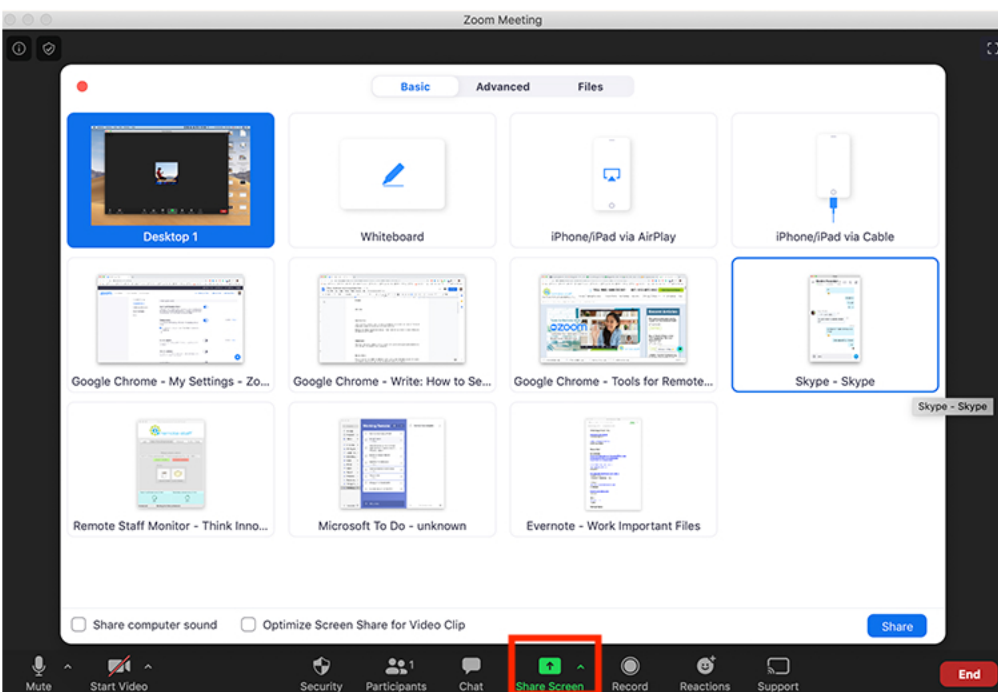
Next, turn-on the "Breakout Room" option.



You can now manually or automatically divide the class into breakout groups.

Sending a File

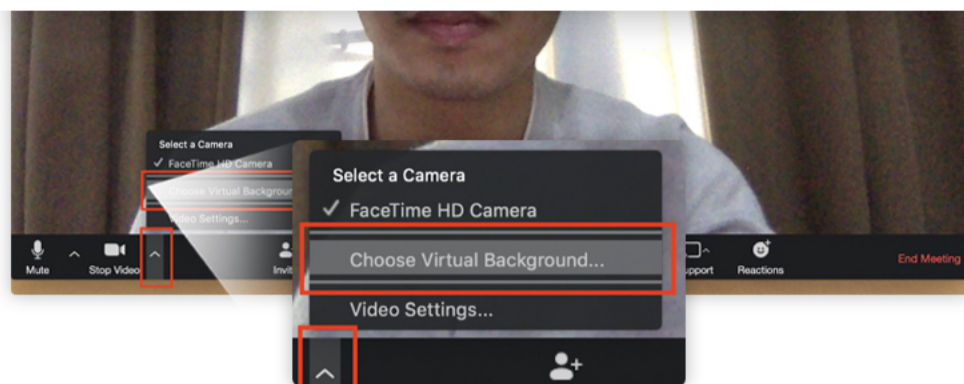
After a class, you can easily send out assignments or materials they can use to supplement your lesson. It's easy.



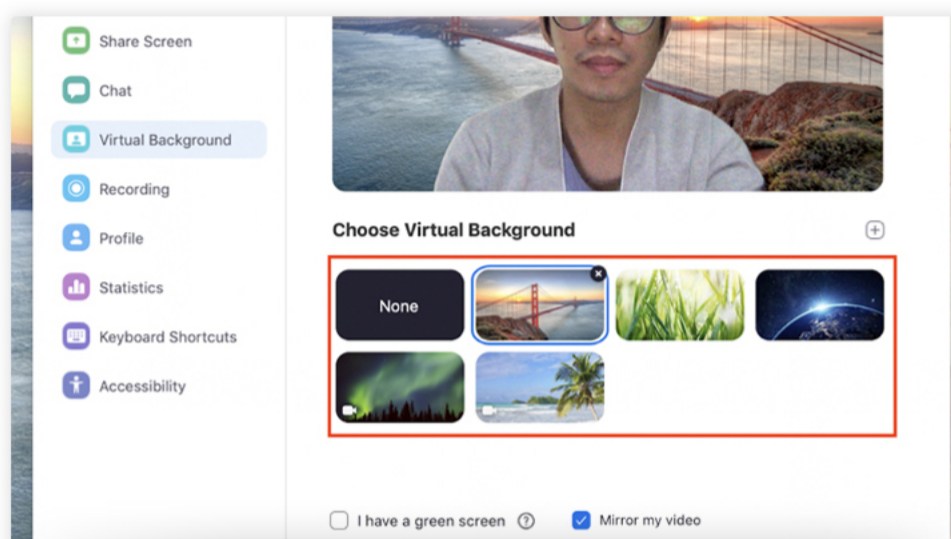
Just click chat. And choose the file you want to send.

Bonus: Virtual background

Sometimes, your place is a total mess. You don't want to start your lecture or coaching with a chaotic background. You can use the "virtual background" option to make a quick fix.



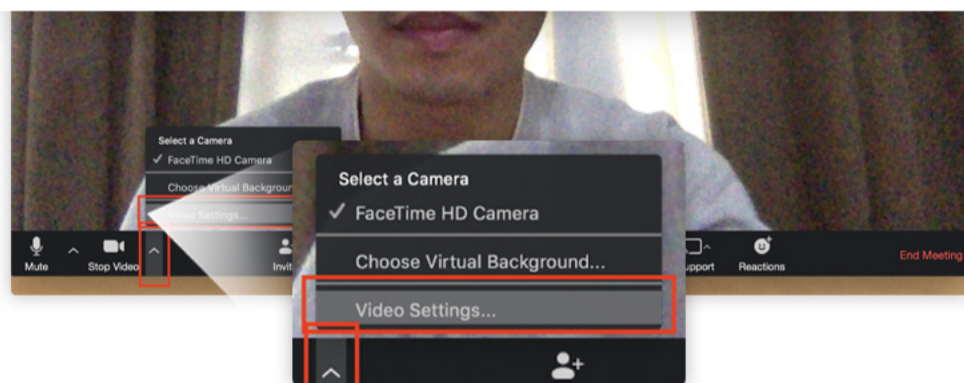
Just click "Choose Virtual background at the video button.



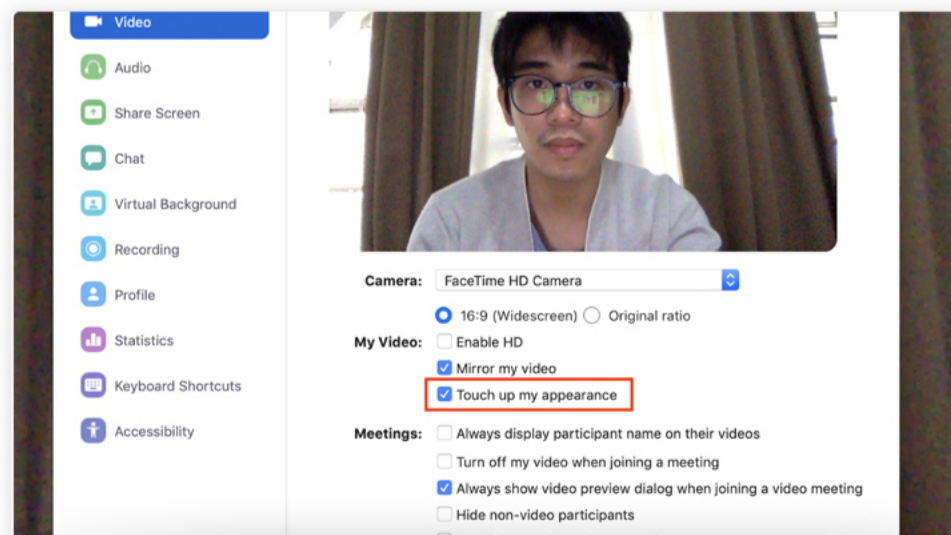
And you can choose the virtual background of your choice. Take note; some computers can't pro-

Touch up my Appearance

What if you're worried about your appearance? I mean, who has time for makeup, right? So if you want a quick fix for your skincare woes, better turn-on the "Touch Up My Appearance." This feature enhances your appearance by smoothening your skin.



Just click the Video settings under the Video button.



And click the checkbox named "Touch Up My Appearance."

Conclusion

Creating your own Zoom class can be daunting at first. But with the guides and features above, you can replicate a productive virtual session for your clients.

HOSTING AN EFFECTIVE



FROM SCRATCH WITH THESE

10 STEPS

The COVID-19 pandemic has made it impossible (or rather, downright irresponsible) to gather hordes of people in one place. So, if you're a motivational speaker, resource speaker, or even an educator, your short-term prospects might look a bit dim.

The good news is, technology can provide you with a solution. In the pre-COVID-19 days, webinars were the domain of either digital marketers or tech-savvy mavens on a budget. These are online seminars where participants can witness a presentation and then have a real-time discussion afterwards.

Basically, they're like actual seminars, but online and without the overhead expenses that a traditional gathering would entail. And the best part is, creating your own webinar isn't nearly as hard as you think.

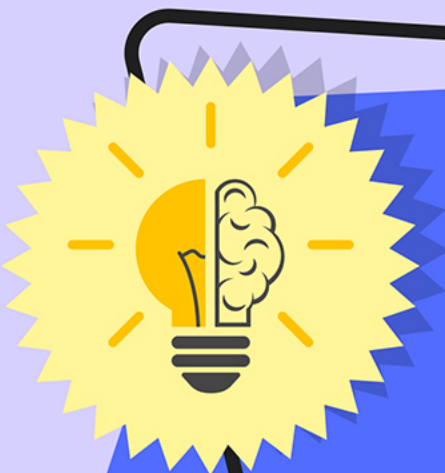
Here's How

1

Pick an interesting (and relevant) topic.

If you're having trouble picking one, ask yourself the following questions:

- ◆ What are you good at? What would you enjoy teaching or discussing?
- ◆ Is there a particular question that your clients or target audience always asks that you can address in a webinar?
- ◆ What are the most valuable lessons you can impart within an hour?



2

Assemble a Team



A Resource Speaker/s

They're the subject matter experts and are in charge of creating and presenting the materials for the webinar. If you qualify, you can occupy this role.



A Facilitator

S/he takes care of coming up with the webinar topic, vetting and booking the resource speaker/s, and handling registrations. As with the resource speaker role, you can also take this on if you're able and willing to.



Assistants

They keep things running smoothly (e.g., troubleshooting technical difficulties, responding to technical concerns from participants, etc). If your webinar doesn't have a large audience yet, you might not need assistants, however.

Pick a format for your webinar.

3

Will you have just one speaker? Will they be talking continuously until the end, or will the facilitator be interviewing him/her and allowing the participants to ask questions throughout?

You could also consider doing a panel discussion if you have a few speakers in mind, though you might need a moderator for such.

Prepare visuals and decent audio-visual equipment.

4

No, we're not talking text-heavy slides. To capture your audience's attention, you will need effective audio and visual materials.

If you'll be talking about personal finance, for instance, simple graphs and charts could be helpful visual guides. It's also important to have a decent webcam and microphone so your audience can see and hear you clearly. If your laptop has neither, you can get a better webcam and a headset online.

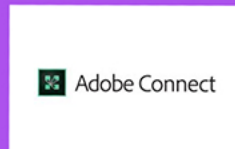
You could even consider bringing in a ring light to up the ante, if you like.



Select the right platform.

5

There's always Zoom, but you may want to explore other options too:



Choose the right date and time.

6

Midweek webinars in the morning often draw the most attendees, but it might be different for your target audience. You can use Google Analytics to check where most of your online traffic is coming from, and adjust your date and time accordingly. Alternatively, you can run a quick survey among your target audience to see what they might prefer.



7

Promote your webinar online.

You'll need to publicize your webinar as much as you can beforehand so you can get maximum exposure and participation. A landing page featuring the topic, featured speakers, date and time, and an action button that allows people to sign up for the event helps.

If you've got a website, you can display banner ads for your upcoming webinar. Social media platforms like Facebook and Twitter can really drive people to sign up, so come up with a good hashtag and put it to use here.

Lastly, send multiple reminders counting down to your webinar to all registered participants. Don't forget to email them with the direct link on the day itself!



8

Practice, practice, practice.

A dry run about two days before the webinar can ensure that the actual event runs smoothly. Its purpose is to ensure that everyone involved knows how to use the webinar software technology, is aware of their specific roles and functions, and most importantly, can execute them alongside everyone else.





9

Prepare your equipment a couple hours before the webinar.

Ideally, you should have another fully-charged laptop with all the webinar software and materials on it as back-up. Apart from checking your webcam, microphones, and software, do make sure your Internet connection is steady as well.

10

Follow up with the participants afterwards.

Don't neglect this step because it will go a long way towards encouraging your audience to join your future webinars and perhaps even to avail of your services later on. A simple thank you email, a short survey about the webinar, and even an invitation to an upcoming webinar are all good examples of following up.

