



10 must-haves When Giving Webinars For Health Coaches

Lori Kampa Kearney

**Certified Nutrition Health, Business Coach +
Wellness Educator**

www.workshopsdone.com



The Ultimate Health Coach Starter Guide To Giving Successful Webinars



Offering Wellness Workshops is one of the fastest ways for health coaches to grow a high-quality email list, fill their health coaching practice and generate additional income.

Webinars (also known as Virtual Workshops) can be truly engaging and foster that trust factor we crave with our ideal clients. They are not expensive to create or present.

Webinars help introduce people to what a health coach does and solidifies that you are an expert in the field. They also provide complete information — so potential clients have a clear understanding of your offering, plus an opportunity to get to know more about you, and your Health Coaching business.

If you have not given a webinar yet, what are you waiting for?

10 *must-haves*

When Giving Webinars

1. A QUIET PLACE.

Ideally, it would be a space free from background noise and interruptions — no traffic noise, wind, kids, pets, air conditioning or furnace sounds, etc. If you have a door, close it, but don't let a little noise stop you from giving webinars if you don't have a 100% quiet room. People understand that kids and pets may not be predictable, and it can also be a bit funny. If something happens during a webinar, acknowledge it and let them see a glimpse of your personal life. Plus, it's an excellent time to laugh and be more entertaining. I let my family know whenever I am doing webinars to remind them not to come into my office during those times. Do they always remember? Ahh, no!

2. HIGH-QUALITY AUDIO.

Test the audio on your phone or computer to check the quality of the sound. You may want to use earbuds, a headset microphone, or a microphone from your webcam for a clearer sound. Or the option to get a portable mic to put in your computer USB port. Audio is a critical part of your webinar and needs to be pure.

Headphones are best for recording. Select the option to have everyone arrive muted, so you have a clear sound for the recording. Do a sound check before each webinar, Facebook Live or recording a video.

3. DECENT LIGHTING.

A window or lighting in front of you is best – do not use a windowless room if possible. Walk around your house or office with your phone camera to find the place with the best lighting. If possible, put your desk in the middle of your office with windows in front of you. This will give you space for a clean background behind you. Windows with white sheers in front of you are most flattering if that is possible in your room. Do not have a window or light directly behind you; this is especially important.

If you don't have a window in your office space or doing a webinar in the evening or a cloudy day, use another lighting source. A floor lamp behind your camera or two table lamps on each side works great.

Another option would be to get an inexpensive external light to put behind your camera. I use a ring light with different lighting options behind my webcam. I slightly tilt it down for the most flattering angle since we look best when the light comes from above us. Adjust your ring light to find the best height, angle and lighting option for you and your room.

If you need to wear eyeglasses during your webinar, you may need to do some tweaking with your lighting to reduce glare from your eyeglasses. Have your light source farther away and never look directly into any light. Raise your light around 8-10 inches higher than your webcam, and/or put the lights to the side of you instead of straight in front of you. You will not want your light directly behind your webcam, which is typically advised since that will give you the most glare on your eyeglass. Put your light further behind your webcam to test with your glasses. When giving your webinar with glasses, avoid looking toward any of your light sources.

4. CLEAN BACKGROUND.

It is helpful to have one space in your home or office dedicated as your filming area so that you can sit down anytime to record a video, Facebook Live, or a Zoom meeting.

Create your background to look nice, not cluttered or distracting. It does not need to be fancy, and empty white wall always works! But, you may want to “stage” your webinar background to create a professional, relatable, and polished look. Have your background represent your health coaching business and your personality. You may like green plants, a photo of your family, health books, and/or inspirational words and quotes

Not paying attention to your environment behind you is a common mistake; this is crucial to your credibility. Once you have your desk setup facing your windows, turn on Zoom and see what is in your video frame. If you have your desk against a wall or in a large room, you may have a broad background to “stage-manage.” One option is to have your desk in the corner so you have less space behind you to be concerned about.

Feel free to think outside the box! As a health coach, having your kitchen as the background could be inviting for your audience. If you are in your kitchen, clear off your counters and add fruit baskets to add color. Many offices are in a guest bedroom. I would advise not to have a bed in your background since it does not look professional. The scene behind you tells your clients more about you, so reflect on what is best and not have it distract from you and your message.

I’m not fond of virtual backgrounds since it does not feel authentic and is distracting. I would suggest getting a backdrop similar to what photographers use. They set up with a curtain rod behind the desk with a roll of paper or fabric. These are inexpensive and can be purchased on Amazon. When in doubt, simple is best.

5. FLATTERING ANGLE.

I like to have the camera slightly above eye-angle and then tip it down. Always have your camera point down at you. I think we have all seen people looking down and can see right into their nostrils! I use a laptop stand and then put a binder under it.

You also don't want to be too close to the camera since it is a wide-angle lens. I like to use a portable keyboard to be further from the laptop and still type. Ideally, there should be room in your video frame for your shoulders and chest, plus a bit of space above your head. Look directly into the lens instead at yourself or others on a Zoom call.

6. INTERNET ACCESS.

You will need a device with a camera and access to the Internet. Use a laptop, tablet, or smartphone. Talk to your internet supplier about the fastest-interest speed.

Use Wi-Fi or go direct to the internet source. If using Wi-Fi, ask your family members to be offline, if possible, during your webinars and give yourself priority to the Internet to have the highest bandwidth.

Close all other apps and tabs. When other apps are running, it uses some of your resources, so make sure you close out anything you will not use during your live call.

7. **WEBCAM.**

Investing in the right tools is an investment in your business and the professionalism of your webinars. I use the Logitech HD 1080p and highly recommend it. The camera and sound are high-quality. If that one is not available anymore, I would suggest the latest Logitech HD webcam.

8. **SOFTWARE.**

There are many options, so try them out and see what you like best. I use Zoom since it is most intuitive for the end-user to connect. You can use the free version of Zoom and only upgrade to the pro-version when needed. Keep in mind, the free version of Zoom limits meetings to 40 minutes.

9. **DUAL MONITORS.**

It may be hard to manage all aspects of your webinar on a single monitor. Have the participant list, chat, and Q+A on your second screen. Or, use your phone, iPad or second laptop for another source. For Facebook Live via Zoom, it is helpful to use another device to confirm you are live and to read the comments and questions. Mute that device; otherwise you will hear yourself speaking.

10. **EXCELLENT CONTENT.**

Lastly and most importantly, your content and webinar need to be rocking! Watch other videos about webinars, breathe and have fun! Ready to fast-track your health coaching business with proven done-for-you wellness workshops? Go to www.workshopsdone.com for available workshop opportunities.

About Lori



Lori Kampa Kearney is a Certified Integrative Nutrition Health Coach, Business Coach, Wellness Educator and Certified Yoga Instructor who teaches busy professionals how to stay energized, reduce fatigue, improve brain clarity and improve their overall health and outlook on life.

Health coaches from all over the world have been contacting Lori to discover her secrets to building a successful full-time health coaching business. She always shares that the backbone of her business growth is having successful wellness workshops and webinars.

Lori founded workshopsdone.com, a done-for-you immersion program for health coaches which walks through all of the details, step-by-step, to book workshops, fill workshops, sell during workshops (without the cheese!), and follow up after workshops. Lori has written over 30 proven wellness workshops. She offers her health coach colleagues the opportunity to be guided with her detailed instruction and to put their name and logo on her handouts, PowerPoint presentations, worksheets, and more.



Ready to learn about giving workshops to grow your business?

Workshops Done Academy is an online step-by-step results-focused implementation program created for health coaches to jump-start their health coaching business with workshops and webinars. The program provides live small group coaching, on-demand video instruction, worksheets and proven done-for-you materials to build a profitable Health Coaching Practice with Workshops.



We know health coaches' time is valuable. A part of the business is being able to sell the same, quality workshops (virtual or in-person) over and over again; you will work more efficiently and your exposure will bring in more clients!

Often health coaches are knowledgeable and enthusiastic about health, but they find the business aspect of their practice challenging and sometimes insurmountable.

Lori believes in lifting up other health coaches. She also believes in working smarter, not harder. Why re-create the wheel when someone else has already invented it...and perfected it?

Lori loves to help others develop energy, confidence, and enthusiasm—and a spirit of good health that is contagious to others. Create a new aspect of your business—the health coaching practice you always imagined! If this idea excites you, Lori wants to work with you and would love to chat soon. **[Click here to set up a free one-on-one 30-minute break-through business coaching session to discuss your business.](#)**

Join Our Facebook Group

I CAN'T WAIT TO CONNECT WITH YOU!



[JOIN FOR FREE HERE](#)

Let's Talk

**FREE 30-MINUTE ZOOM
BUSINESS SESSION**

Hello!



SCHEDULE YOUR FREE
SESSION WITH LORI HERE