

## LIVE-STREAMING EDUCATION

# Tips for teaching virtual fitness classes from home

### TELL YOUR COMMUNITY

We're all looking for ways to do virtual activities with friends & family, so encourage clients to invite someone to the next class—and that someone can be anywhere in the world.

Tapping into your clients' broader social networks creates new leads for your classes and strengthens your community.



### PREPARE IN ADVANCE

Make sure to give yourself ample time to set up and test your devices and technology and to ensure you have the right link to the class.

Don't forget to charge your streaming device along with any headset you're planning on using!



### SET UP A WORK ZONE

Try to record your fitness classes in the same location each time to create a sense of continuity in your videos, both for your own convenience and the comfort of your viewers.

This includes your clothing, too—stick to a similar color palette.



### BE MINDFUL OF LIGHTING

Film your workouts with natural light if you can. Be sure that your body faces the light source to prevent being backlit and therefore difficult to see.

Also, direct sunlight is not ideal either indoors or out.



### OPTIMIZE YOUR AUDIO

It can take some work to perfect the audio quality of a streaming class. Try a wireless microphone or Bluetooth earbuds, such as AirPods, to achieve higher quality audio.

Make sure you speak clearly and slowly and project your voice. Avoid rooms with echoes or noise drifting in from nearby quarantine companions.



### ASK FOR FEEDBACK

This is going to be a new experience for most of your clients.

That's why it's crucial to take time to reach out after class—ask how they liked it, what they'd like to see more or less of, and let them know you're still available even if you aren't seeing them in person.

