



TOP 10 TIPS TO BETTER COACH THROUGH A CAMERA

1. PREPARE YOUR SPACE AND SET-UP

Avoid distractions for you & your clients by showing a neutral and clean space. You may be in your bedroom or living room, but no one wants to see an untidy space; try using a corner or closet doors as background.

Have all necessary equipment within reach to optimize the flow of your workout and stay on camera as much as possible. It's disconcerting for some to "lose" their coach from view.

2. POSITION YOURSELF TO BE SEEN

Front View

Profile

Floor Work

Up Close

Positioning yourself 8-10 feet from the camera will allow for all angles in most video platforms.

Vary your positions and switch from demo to coaching to keep it fresh, fun, and motivating for your clients.

3. LOOK DIRECTLY AT THE CAMERA

It's perfectly normal to be tempted to look at yourself on your screen, but it creates a disconnect from our viewers.

When using a 2-way platform (i.e. Zoom) keep your screen on "gallery" mode so you can see and coach them, but remember if you're looking at their square your gaze is off camera. Look back into the camera to connect and coach.

4. MAKE YOURSELF VISIBLE

Make sure you cover the body parts as per your professional standard (i.e. a front-facing push-up might expose more than you bargained for...)

Wear clothing that is distinct from your background

Or set yourself up with a green screen to utilize a virtual background

5. BE YOUR AUTHENTIC SELF

If you're known for being hilarious, then let those jokes fly. If you're known for being tough, then challenge them to surpass their expectations. People will see right through anything different on camera, there is no faking it on virtual.

Becoming clear on your brand and whom it serves will take virtual coaching from exhausting to exhilarating. Trying to be all things to all people only confuses potential clients and dilutes what you do best.

6. COACH TO REAL PEOPLE

Your clients may not be able to or want to turn on their cameras, but they still deserve coaching as if they were in the room with you. Alternate between demonstrating movement to coaching for form, feeling, and motivation.

Replicate all the good stuff from an "in person" experience; virtual high fives or thumbs up, have them share their goal for the workout on audio or in the chat, friendly banter, etc.

7. TURN UP YOUR VOLUME

Project Your Voice

Test the Music

Use a Microphone

Check the Speakers

Most phones provide acceptable audio, even standing 8 feet away. Remember, increase your volume during demos, especially if you're in a prone position.

Use a microphone for PC laptops. Consider the ones normally used from group fitness or earbuds if the investment is worthwhile.

8. BE PRESENT AND MINDFUL

Being an instructor or coach in a studio setting normally allows for a least a few minutes of preparation before we are "on". Make sure you give yourself the time to transition from one task to another to be completely present and mindful when you turn your camera on.

Your clients may have been in a difficult meeting or conversation less than 60 seconds before jumping on your virtual workout; show empathy by recognizing that they also deserve time to transition towards their health and wellness goals.

9. RECOVER AND MOVE FORWARD

Whether it's the dog barking or you forgetting to charge your phone (been there, done that!) we will all face "oops!" situations. Recover quickly and as smoothly as possible, without using language that would make our moms blush, and keep on keeping on!

Everyone makes mistakes and the way you recover will serve as an example to your clients as they face their own ups and downs. Make a checklist of "to do's" before going live and have a backup plan so that you can get back in action as quickly as possible.

10. TEST, RETEST, AND RETEST AGAIN

Record yourself on a regular basis and ask your fitness colleagues (they know what to look and listen for) to watch a test before you use any new platform or system.

If I had a dollar for each time I had to re-test and reconnect my AV and tech...well, I'd still be doing this haha. Each update on apps and tools will require you do a quick run through as it may have disconnected a part of your system.



Like any new format or environment our skills will grow on virtual and our coaching through a camera will improve, keeping it fun for ourselves means an enjoyable experience for our clients!

Au plaisir,
Nathalie