Preparing for your live:

This one is the best. The light is ¾ on the face, the background clean and the camera at the correct angle.

In example #2, the light is blown out on one side, and the I'm lit by a lamp. I'm also looking down.

In example #3, my back is to the light and the camera is positioned to low. You cannot see the details in my face and clothing and even though I'm using the same camera, it seems blurry.

1. Preparing your light:
   a. Use natural light if at all possible. A box light is next best. Avoid using your lamps. They cast a yellowish tinge.
   b. A ring light can work wonders. Even a small "selfie" ring light works well.
   c. Your light should be slightly off to the side for best results, covering ¾ of your face.
2. Camera:
   a. Your phone or laptop will do just fine but to take it up a notch, use a camera made for webinars and live streaming. I use the Logitech

HD 1080p. It's fairly inexpensive and I like the sharpness, the color and the width of the view.
   b. Make sure your camera is just lightly lower than your eye-line. Your eyes will appear the widest at this angle.
   c. Set it far enough back so you can move yourself slightly to the right or the left. It's good if you can get head and shoulders, or head and waist in the shot. No nostril views please!
   d. Take a thorough look at what the camera sees, and remove any distractions from that view.
3. Connection and your computer
   a. I highly recommend being on the strongest connection possible. It's never fun when things go in and out.
   b. Close out of everything to reduce interruptions. Go into do-not-disturb mode on your phone.
4. Notes and preparation:
   a. Create an outline to reference. Check it every so often so you don't go on about one point too long.
   b. Practice. In a way, you are producing a little show and it can be challenging to be the subject and the producer. Practice will make the process smoother. You will remember points you may have overlooked and you will be more effective during your live!
   c. If you are unsure about the lighting and sound, change your Facebook privacy settings to only you, and go live. See how you look and sound!