# What Should I Wear to my Webinar?

(or Other Video Event)
In Five Easy Steps

We're all doing a lot of video now, and it doesn't look like that will end anytime soon. To help make this easier on our clients we've put together this little cheat sheet on how to be both seen and heard when you're presenting on camera.

FOUNDATIONS:
## Why You Should Care About This

Did you know that babies stare at attractive people longer than they stare at unattractive people?

This weird fact highlights something important about humans: While it is the content of your character and your ideas that should matter most, that's unfortunately now how it works in practice.

People respond to your appearance on a completely unconscious and weirdly powerful level, so you might as well help incline them positively to what you're saying. The foundation of that is looking "right" for who you are and what you're saying.

STEP ONE:
## Read this Article

Our fearless leader, Anna, wrote a piece covering some of the basics of looking better on video a while back. You can find it here. Follow her posts for more!

STEP TWO:
## Brand Identification

Mom always said to dress for the job you want, but in the modern world this is hard to apply in any realistic way—Steve Jobs' turtleneck habit is a great example. So, instead, dress according to your brand.

Most of our clients can select from one or two of the following generalized buckets. What's yours?

COMMON BRAND IDENTITIES

- Commanding, refined, hard-charging

- Professorial, incisive, probably quantitative

- Candid, no-nonsense, salt of the earth

- Empathetic, warm, reassuring

- Friendly, humble, authentic

- Daring, innovative, paradigm-changing

Not sure what your brand is all about? Let's talk about it!

STEP THREE:
# Brand Alignment

Next, we translate your brand to your clothes. Why? Because everything your clients and prospects see should deliver the exact same message about who you are and what you do.

Do you believe Steve Jobs wore the turtleneck because it was "convenient?" Yeah, right. He wore it because it's reminiscent of avant garde artists and filmmakers, and that's the association he wanted to build in our minds when we thought about Apple. Innovative, daring, paradigm-shifting. See?

## A FEW GENERAL GUIDELINES

| | |
|---|---|
| Commanding, refined, hard-charging | Wear a suit |
| Professorial, incisive, probably quantitative | Sports coat or no jacket, softer fabrics |
| Candid, no-nonsense, salt of the earth | Sports coat or no jacket, rugged fabrics |
| Empathetic, warm, reassuring | Business casual, at least one thing in your lip or eye color |
| Friendly, humble, authentic | Classic business casual, softer colors |
| Daring, innovative, paradigm-changing | Solid colors that contrast your skin tone |

Are these very general? Yes. For immense detail or the ability to completely delegate this question to another person, we'll need to speak to you (and see you).

STEP FOUR:
# Color

**Important:** Avoid prints, and we *emphatically insist* that you veto the pinstripes. Keep very bright metal to a minimum if you wear jewelry, and please never wear clothing that is the same color as your skin. Yes, there are exceptions, but in the spirit of providing general rules we stand by these guidelines.



Your best colors are very much dependent on how you look, so we can't go into detail in a doc like this. However, a few general guidelines:

## BASIC COLOR RULES

- Navy, gray, and Oxford blue are all pretty adaptable to different skin tones and coloring—when in doubt, stick with those.

- Avoid black, even if it normally looks good on you.

- If you want a more vibrant color option, teal is generally very forgiving, especially if you find a jewel tone version.

- *Do not ever* wear your skin tone on camera.

## INTERMEDIATE COLOR RULES

- If your coloring is very high contrast, you can wear more contrasting jacket/shirt combos. If you're only wearing one piece (like a shirt), make it high contrast to your skin.

- If your coloring is very low contrast, wear colors that don't contrast as much. If you're only wearing one piece, aim for harmony but not contrast with your skin (pro tip – use your eye, lip, or hair color).

How do you determine contrast? Look at a black/white photo of yourself. High contrast people have a large dispersion between the darkest and lightest color in the image; low contrast people don't.



Lower Contrast



Higher Contrast

When in doubt stick with the basics: navy, gray, Oxford blue. These colors are highly adaptable!

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STEP FIVE:

## Test Your Setup

We always recommend having extra lighting for on-camera work, as it will go a long way towards making you look healthy and engaging. Generally, you want your face to be illuminated without any odd shadows. Keep your camera at about eye level if possible for a more flattering angle.

If you really want to go the extra mile, test your setup on a video call or record yourself and share it with someone for feedback (we can help!).

STEP SIX:

## Never Think About This Again

The beauty of having a system is the sweet satisfaction of knowing you'll never have to worry about something again. That's the goal here: knowing what to do and how to do it so you can go about the business of communicating who you are and what you can do.

Isn't that great?

## Bypass All the Steps and Get Help

Do you hate this? We get it. We can help you create visual impact without losing your mind or aggravating your friends, colleagues, family members, or spouses.

Schedule online at www.askdgo.com