Agent Webcam Guide:

HOLD EFFECTIVE VIRTUAL MEETINGS

In recent years, agents have become accustomed to virtual client meetings. And with recent changes, you may need to support your clients through more virtual meetings to maximize your time while meeting their needs.

Lighting

Keep windows in front of you to avoid being in shadow. You can add more lighting if needed. Purchase a ring or webcam lights from Amazon.

Camera Height

Keep your camera lens at eye level. Use a stand, a box, books, or raise your desk.

Background

Use your real background — but keep it tidy! Blurring your background can be distracting. Also be sure to choose a place you feel comfortable.

Ambient Noise

Choose a quiet space and consider how many background sounds will be heard. Using headphones with a built-in microphone can help.

What to Wear

Choose outfits that show well on camera. This means:

- Minimal or no patterns
- Muted colors — avoid red, orange, neon, black, and white
- Clothing without logos
- Minimal jewelry (if worn)

Test Your Look

Curious how you look on camera? You can record yourself with any lighting, outfit or background you are considering, then play it back to see what other people see.

Final Note: For a bigger-picture look at AEP preparation, download our AEP Readiness Guide to plan your AEP efforts for the whole season.

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