

DIGITAL REVENUE KIT

How to Create & Launch
Your **Virtual Preschool**
Class In 21 Minutes

Playbook By Bruce W. Spurr
V1, March 2020



PLAYBOOK

“TO SHINE UPON THOSE WHO SIT IN DARKNESS AND THE SHADOW OF DEATH, TO GUIDE OUR FEET INTO THE WAY OF PEACE.” – Luke 1:79

Now... let's deliver some PEACE OF MIND.

Not just for you, but for your customers – your parents.

They are quarantined, at home with their children.

If they have been full-time enrolled with you, this is new territory. They probably haven't spent this long without some major distractions such as a pre-planned holiday! And many more are likely working from home.

Let's rescue your parents from having to be teachers, babysitters, and entertainers 24 hours a day – give them a few hours of relief!

Also, your revenue has dropped, some to zero. Let's solve both those challenges then.

This is your...**DIGITAL REVENUE KIT: HOW TO CREATE & LAUNCH YOUR VIRTUAL PRESCHOOL IN CLASS IN 21 MINUTES**

The short version is this:

- Use LIVE VIDEO STREAMING to deliver lessons and entertainment to children.
- Charge for it.
- Add prepared weekly kits parents can pick up or you deliver to their door.

This PLAYBOOK is going to break it all down – the technology, business model, pricing, curriculum ideas, how how to deliver it.

But honestly, you're the experts, the true purpose of this PLAYBOOK is to INSPIRE YOU. So make this your own. Get creative. It's time to step up as a leader and INNOVATE.

Parents will pay for your expertise – they NEED you.

And hey... you may come out of this with a whole new service.. and maybe even AHEAD.

LIVE VIDEO STREAMING

This is easy folks. If you're freaked out about cost or needing to be overly tech-savvy, we're going to sort that out right now.

We're presenting 2 options. There are Pros and Cons to each, and they are not the only 2 options. There are plenty of platforms out there that can do this. But this lets you leverage 2 platforms you're already familiar with: ZOOM and FACEBOOK.

PLATFORM 1: ZOOM

You guys have all been on Zoom calls with us. Normally you're participating, yet hosting webinars and meetings is not that much more complicated.

PROS:

- Allows easy interactivity
- You can interact with participants 1-1 or as a group
- You can mute participants or kick them off the call if needed
- You can screenshare what's on your monitor
- It runs on mobile platforms (as an app on tablet, phone) as well as a laptop easily

CONS:

- There is a monthly cost – depends on # of participants (more on this later)
- Parents must either install the mobile app to watch on tablet/phone or software if on a laptop (all of you have done one of these... you probably don't recall, it's fairly straight forward)

PLATFORM 2: LIVE STREAMING IN A FACEBOOK PRIVATE GROUP

You probably know already that you can live stream on your personal account or business Page, well now you know you can also do it within PRIVATE FACEBOOK GROUPS.

A Private Group is a controlled group environment where you can decide who joins. Members will be notified if they are on Facebook that you've gone live and they can watch.

PROS:

- Costs nothing
- Easy to get going --- starting a Group takes 30 seconds
- You get to build a private group of your parents 😊

CONS:

- Not a lot of ability to participate – more of a broadcasting platform (participants can type in comments, but we're dealing with children 😊)
- Parents must have Facebook (most do, but there may be some holdouts!)

1st DECISION: INTERACTIVE or BROADCAST?

To decide which of the platforms is best, the first decision you need to make is if you want this to be an INTERACTIVE or a BROADCAST style classroom.

INTERACTIVE CLASSES

- Let's you hear your participants (the kids)
- Let's them or their parents ask questions and participate with you
- Offers far more engagement
- You'll likely need 2 people for each Class to manage the Zoom, interactivity, etc.
- You'll likely have to CAP the size of each "live class" so you can engage with each (you can then charge more, and you're still not ratio bound here)
- If you choose INTERACTIVE, you'll need to use a platform like ZOOM

BROADCAST CLASSES

- This is more like passive TV watching for the participant
- They can see and hear you, but you're not seeing/hearing them
- It's straightforward and easy
- Note --- just because it's broadcast only doesn't mean it shouldn't be LIVE; there is a FAR greater perception of value if it's live than pre-recorded video
- You have no CAP on the size of each "live class" as you don't need to interact
- If you choose BROADCAST, you can use ZOOM or broadcast LIVE VIDEO IN A FACEBOOK PRIVATE GROUP

The next few sections are going to cover the business model, then we'll get deeper into the TECH and LOGISTICS.

DON'T LIKE THE IDEA OF FACEBOOK OR ZOOM? Google for Education is an option if you use their platform; here is a list of many more low-cost or free options:

<https://schoolchoiceweek.com/37-free-online-resources-for-schools-shifting-online-during-coronavirus/>

THE BUSINESS MODEL

We're making some recommendations here, however this is a new model, and though we have some ideas as to what others can charge for monthly subscriptions for live content – from Netflix at a few dollars, to virtual summits that might charge thousands – you want it to make financial sense for your efforts.

Since every school and program is different, you'll have to think it through. We're here as a sounding board if you need to run ideas by us. We're pretty savvy to delivering content digitally. 😊

First, what age ranges do you want to appeal to:

- Toddlers (1-2 months) with a parent participating
- Preschoolers (3-4 years) with or without a parent participating
- School age (5-12) you'll have to really consider the age-appropriate curriculum and may be competing with schools

The value proposition is HIGHER (and therefore you can CHARGE MORE) if the parent does NOT have to participate – gives the adult some time off – GOLDEN!

Program length options:

- 3 hours per day (1.5 in morning, 1.5 in afternoon) would be a minimum start, M-F (5 days a week)
- Full day could work as well, though how you manage meals, potty, etc. and tougher to keep the kids attention all day; you have battery issues to consider as well.

Settle somewhere in between 3 and 6 hours. 😊

Let's say you run 1.5 hours in the morning and 1.5 hours in the afternoon and target preschoolers (3-4). That's a total of 3 hours of live streaming a day. Add an hour of daily prep. 4 hours per day total.

And let's say you hand deliver consumables (there is no need to buy anything new likely, as you can use what you have in stock/on hand and you may have used anyway!). Let's say it takes you 8 hours of driving around to deliver to 100 kits to your parents for a 2-week period. Or you can get parents to come pick them up at your school.

4 hours of prep and teaching x 5 days x 2 weeks = 40 hours + 8 hours for kit distribution = 48, rounded up to 50 hours to put the kits together. So 50 hours to run a 2-week virtual class including distributing the kits.

We'd recommend having 2 teachers manage each Live Class, a lead and assistant, with the assistant monitoring chat and engagement and dealing with the tech as well as helping prep the environment and offering some back and forth interactivity.

THE BUSINESS MODEL (con't)

2 teachers for 2 weeks = 100 hours total cost

Assuming a rate of \$20/hour = \$2000 every two weeks is your cost to run a live streaming class.

Everything else should be approx. covered by your regular overhead you're paying for anyway.

WHAT'S THE VALUE PROPOSITION TO THE PARENT? IE. WHAT DO YOU CHARGE?

The easiest thing to do is charge in ratio of the time they are online with you.

3 hours / 8-hour regular day = 38% X your weekly charge rate X 2 weeks

So if you normally charge \$200/week for full time care = 38% X \$200 x 2 weeks = \$152 every 2 weeks

If you can get 100 kids total into this = 152 x 100 = \$15,200 every 2 weeks, or \$30,400 a month.

That more than covers the cost of operating the class (2k), and maybe cover your overhead and fixed costs while you're closed...

Don't have 100 preschoolers age 3-5?

Add in the school age kids and run another "class".

Not bad so far right?

But wait... there's more.

OPPORTUNITY TO EXPAND

Also... since you've been advertising with us for a while, you have a good size audience already built up on social media where parents are spending a ton of time... and ads are now super cheap...

THE BUSINESS MODEL (con't)

EXPANDING BEYOND YOUR PARENTS... WOAH!

You have a social media audience of parents from all the advertising you've been doing!

After 3-5 months of continuous advertising with us you now have a good chunk of parents engaged with you, for those advertising for 9-12+ months, you likely have engaged nearly every parent in your community at some point who uses Instagram or Facebook.

We can retarget all of them. ☺

Ads are cheaper than ever. People are using social more than ever.

Every other childcare center and preschool in your area is closed.

You advertise this in your market FIRST, and HARD.

And you have an awesome team of advertisers (ahem.. us! lol)

Maybe you grow your class sizes to 200? 300? 400? 500?

Here's a handy table to highlight the opportunity scale if you're charging \$152 every 2 weeks per class:

Example Revenue Table: 3 Hours/Day Virtual Preschool Class:

# of Families Subscribed	2 Week Revenue	Monthly Revenue
50	\$7,600	\$15,200
100	\$15,200	\$30,400
150	\$22,800	\$45,600
250	\$38,000	\$76,000
500	\$76,000	\$152,000

THE BUSINESS MODEL (con't)

SUMMARY

- Enroll children in Live Video Streaming Classes
- Charge 30-40% of your regular weekly tuition
- Run a minimum of 3 hours of classes a day (5 days a week)
- Provide them a kit to take home making it easy for parents
- Guarantees they keep their spot and don't have to re-enroll
- You can expand beyond your current parents via (now cheap) advertising on social

BONUS: this will super-charge your marketing once you open!! You'll have the competitor's kids in your virtual classrooms... advantage... YOU. 😊

THE BUSINESS MODEL (con't)

PITCHING IT TO PARENTS

Here is how you pitch it to parents.

FOR VIP PARENTS: LIVE STREAMING PRESCHOOL CLASS

Parents, let's give you a break for 3 hours a day AND keep your child's preschool education on track while we're all under quarantine!

- Keep your child virtually enrolled with us
- Continue their education with our engaging teachers via Live Video Streaming Classes
- Get a break while we keep their attention
- You'll get a (safe, disinfected) KIT delivered to you every 2 weeks with all the materials you'll need
- Access 3 hours of classes a day M-F, 1.5 hours in the morning and 1.5 hours in the afternoon
- You'll be supporting us, a local business service your community
- If you're already enrolled with us, this will GUARANTEE YOUR SPOT when we re-open
- Only \$72/week all inclusive

CURRICULUM IDEAS

We're not going to pretend to be experts here. So this is just a brainstorm of ideas, hopefully it inspires your creativity.

- Art – plan ahead and provide what they need in their Kits!
- Yoga – lots of virtual classes exist already for adults
- Circle time
- Reading
- Learning letters
- Gather common (safe) household objects
- Play with toys and set up learning scenarios dialoguing with them (person to toy, toy-to-toy, etc – lots of popular YouTube videos do this that kids LOVE – think Mr. Rogers)
- Math and numbers – counting objects (toys, stuffies, blocks, dolls, cars, etc)
- Color matching games – find something in their home to match the color you hold up
- ... I'm sure you have like 100 ideas now... don't keep reading, stop, and WRITE THEM DOWN!!!!

Most importantly, develop a consistent curriculum – as you always tell us – ROUTINE IS EVERYTHING.

**THE SECRET
TO GETTING
AHEAD...
IS GETTING
STARTED.**

Mark Twain

HOW TO USE ZOOM

First, what Zoom account do you need? And how many?

You need one Zoom account per class / time slot.

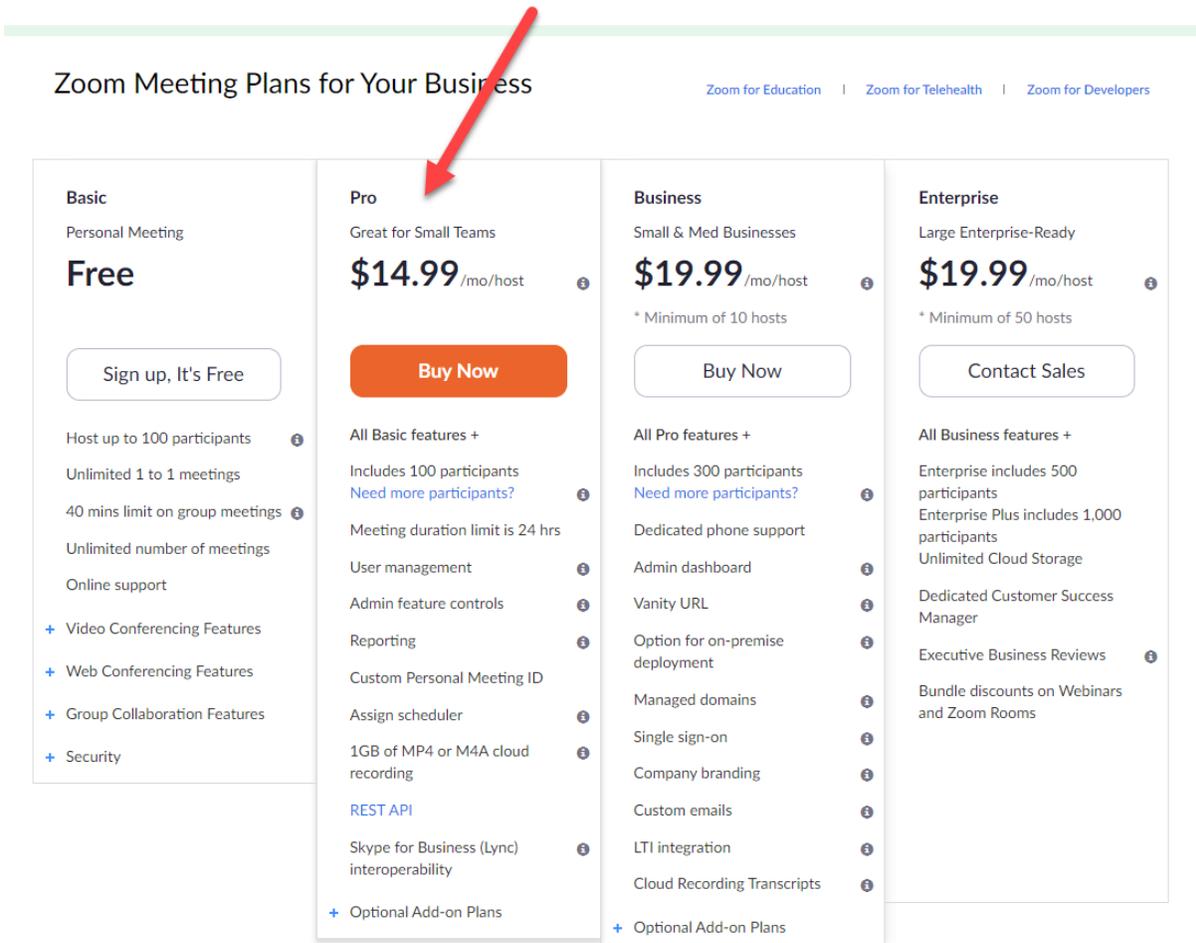
For example: if you're running 2 classes in parallel, then you need 2 Zoom accounts. If you run them back-to-back then you need only 1 account.

If you have more than 100 participants at a time, then you need to upgrade the capacity. So if you're doing 1 class that's 200 preschoolers, then you'll need to upgrade that accounts capacity. You can upgrade accounts individually.

Visit [ZOOM.US](https://zoom.us) and Setup:

- Create 1 main account (this can be used as a Zoom line to run a class and is ALSO the administrator of all your Zoom accounts)
- Add additional users as you need them, upgrading each user to Pro

One Pro Zoom Account PER Class / Time Slot



The screenshot shows the Zoom Meeting Plans for Your Business page. A red arrow points to the Pro plan. The page includes navigation links for Zoom for Education, Zoom for Telehealth, and Zoom for Developers. The Pro plan is highlighted with a red arrow and a 'Buy Now' button.

Basic	Pro	Business	Enterprise
Personal Meeting	Great for Small Teams	Small & Med Businesses	Large Enterprise-Ready
Free	\$14.99 /mo/host	\$19.99 /mo/host	\$19.99 /mo/host
Sign up, It's Free	Buy Now	Buy Now	Contact Sales
Host up to 100 participants	All Basic features +	All Pro features +	All Business features +
Unlimited 1 to 1 meetings	Includes 100 participants Need more participants?	Includes 300 participants Need more participants?	Enterprise includes 500 participants Enterprise Plus includes 1,000 participants
40 mins limit on group meetings	Meeting duration limit is 24 hrs	Dedicated phone support	Unlimited Cloud Storage
Unlimited number of meetings	User management	Admin dashboard	Dedicated Customer Success Manager
Online support	Admin feature controls	Vanity URL	Executive Business Reviews
+ Video Conferencing Features	Reporting	Option for on-premise deployment	Bundle discounts on Webinars and Zoom Rooms
+ Web Conferencing Features	Custom Personal Meeting ID	Managed domains	
+ Group Collaboration Features	Assign scheduler	Single sign-on	
+ Security	1GB of MP4 or M4A cloud recording	Company branding	
	REST API	Custom emails	
	Skype for Business (Lync) interoperability	LTI integration	
	+ Optional Add-on Plans	Cloud Recording Transcripts	
		+ Optional Add-on Plans	

HOW TO USE ZOOM (con't)

SETTING UP YOUR “MEETING” (ie. Virtual Class)

First, you must decide on your MEETING ID.

Every account comes with a PERSONAL MEETING ID, this number does NOT change so if you give this link to parents, it will never change.

Your other option is to create a NEW MEETING that has its own UNIQUE MEETING ID.

You can create a RECURRING MEETING that will always have the same ID for a given length of time (weekly/monthly, etc), and you can create as many meetings as you'd like.

The challenge with using your PERSONAL MEETING ID (that never changes), is that it makes it difficult to track if a parent has paid or not. Once they have the link they can join whenever they want.

Also you don't have to worry too much about WHEN the meeting is. You can actually just set your MORNING start time and then use the same link again for your AFTERNOON session as well.

You can technically re-use the same link as many times a day as you'd like. You CANNOT however use the same account to run two meetings in parallel.

Here are the settings options we recommend:

- Select RECURRING MEETING and select an END DATE (if you run billing every 2 weeks, then you can create a new MEETING ID every two weeks for example)
- Select REGISTRATION REQUIRED – this forces parents to register the first time they enter, but keep the default 1st option selected under that, as it becomes tedious if they have to re-register each time. That 1st option allows them to register the first time they use it and then they can just click the link and open the call after.
- The Password is OPTIONAL. The meeting ID itself is unique, a password isn't really that necessary. So you can keep that off.
- You can force all participants to join you MUTED if you want by selecting that under MEETING OPTIONS

Click SAVE and you're all set!

HOW TO USE ZOOM (con't)

Setting Up Your Recurring Meeting

Create a unique Meeting ID for the next 2 week period

Select the Recurring Meeting option

Select the date it ends

Select Required Registration and keep the default first option that Attendees register once, after that they can use the link for the next 2 weeks.

My Meetings > Schedule a Meeting

Schedule a Meeting

Topic

Description (Optional)

When

Duration hr min

Time Zone

Recurring meeting Every day, until Apr 3, 2020, 15 occurrence(s)

Recurrence

Repeat every day

End date By After occurrences

Registration Required

- Attendees register once, after that they can use the link for the next 2 weeks
- Attendees need to register to attend
- Attendees register once, after that they can use the link for the next 2 weeks

Meeting Password Require meeting password

Video

Host on off

Participant on off

Audio Telephone Computer Audio Both

Dial from United State of America [Edit](#)

April 2020						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

HOW TO USE ZOOM (con't)

Starting the Meeting

This is super easy, within Zoom, click “Meetings” in the left menu. You’ll get a list of everything you’ve setup.

If each class is running their own Zoom Account, ONLY the meetings that account has setup will display here.

If you’re running all your classes from ONE Zoom Account (remember you can only run classes sequentially, you can’t run parallel classes from the same Zoom account), then you’ll see all of them listed here.

When you’re ready to get started, click the “Start” button.

You’ll get a pop-up prompt you to launch the Zoom application, click Open Zoom Meetings, and you’re all set.

The image consists of two screenshots illustrating the process of starting a Zoom meeting. The top screenshot shows the Zoom web interface. In the left-hand navigation menu, the 'Meetings' option is highlighted in blue. A red arrow points to this menu item. Below the menu, the 'Upcoming Meetings' section is visible, containing a table with one meeting entry. The table has columns for 'Start Time', 'Topic', and 'Meeting ID'. The entry shows 'Today 09:00 PM' for the start time, 'VIRTUAL PRESCHOOL CLASS 1' for the topic, and '563-790-853' for the meeting ID. A red arrow points from the 'Meetings' menu to the 'Start' button of this meeting entry. Another red arrow points from the 'Start' button to a second screenshot below. The second screenshot shows a system pop-up dialog box with the title 'Open Zoom Meetings?' and the text 'https://zoom.us wants to open this application.'. The dialog has two buttons: 'Open Zoom Meetings' and 'Cancel'. A red arrow points from the 'Start' button in the first screenshot to the 'Open Zoom Meetings' button in this dialog. Below the dialog, the text 'Launching...' is visible.

HOW TO USE ZOOM (con't)

Running ZOOM on your laptop/desktop

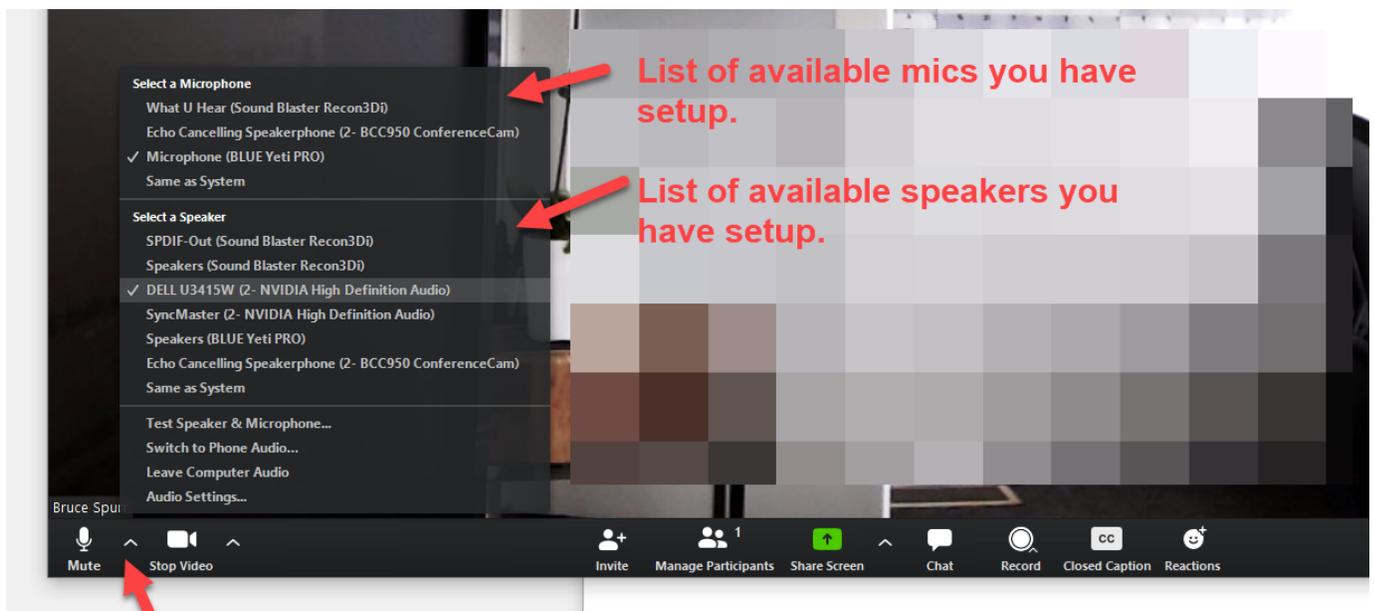
AUDIO CONFIG

The first thing you want to make sure is your AUDIO is setup correctly. Once you configure this, if you don't change the computer or settings again it should default every time to this.

Select the Microphone you want to use.

Then select how you want to hear your participants Audio.

TIP: if someone is having trouble with their computer/phone audio getting onto your Class, they can dial-in via a phone line. Click the "Switch to Phone Audio" and that will pop up the dial-in options and meeting ID (they will need this to join). They can then use two devices, one for their camera, and one for audio – they'll appear as two different participants but that's ok.



List of available mics you have setup.

List of available speakers you have setup.

Click the arrow beside the microphone (Mute) icon, and select what Mic you want to use and Speaker.

HOW TO USE ZOOM (con't)

Running ZOOM on your laptop/desktop

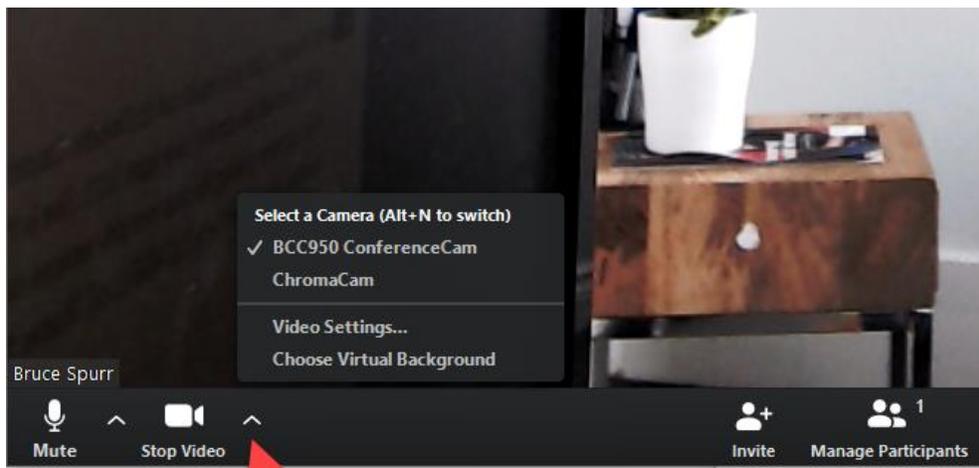
VIDEO CONFIG

The second thing you want to make sure is your CAMERA is working well.

Click the arrow beside the Video icon, and then you'll get the Camera's Zoom has detected. If you don't see the camera listed, make sure it's plugged in!

If it's still not coming up, you may need to unplug it and plug it back in.

If it's still not coming up, then you may need to install software for that Camera to be detected. That's a bit more complex and a bit out of the scope here as each configuration and operating system you're using is different. 98% of the time this works easily, and once setup, you shouldn't have to worry about it again.



Click on the arrow beside "Video" icon, and you'll get options for what video cameras are available.

HOW TO USE ZOOM (con't)

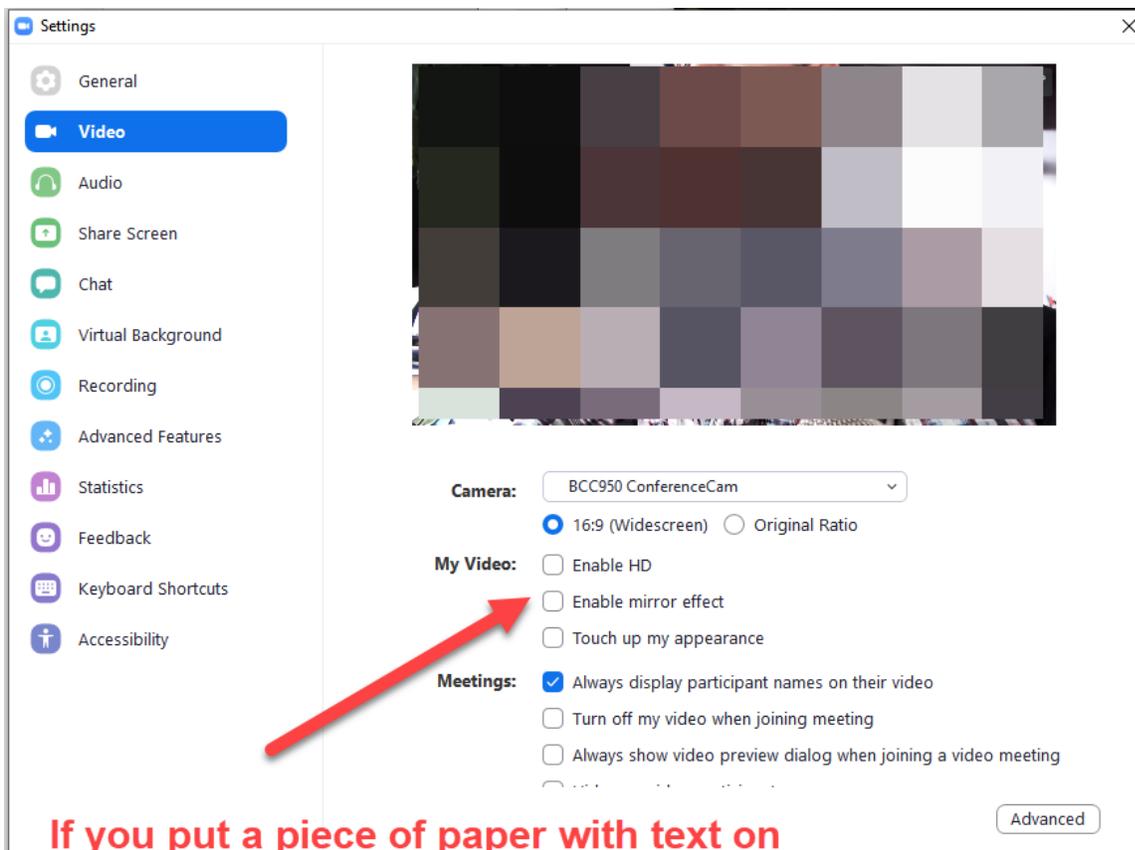
Running ZOOM on your laptop/desktop

VIDEO CONFIG

Once you have your camera setup hold up a piece of paper with TEXT on it (anything).

Can you read it?

If it looks backwards, pop back into your Video Settings (see previous page), and either select or deselect the “Enable Mirror Effect” option.



If you put a piece of paper with text on your screen and it's backwards, disable/enable this mirror effect option under VIDEO SETTINGS.

HOW TO USE ZOOM (con't)

Running ZOOM on your laptop/desktop

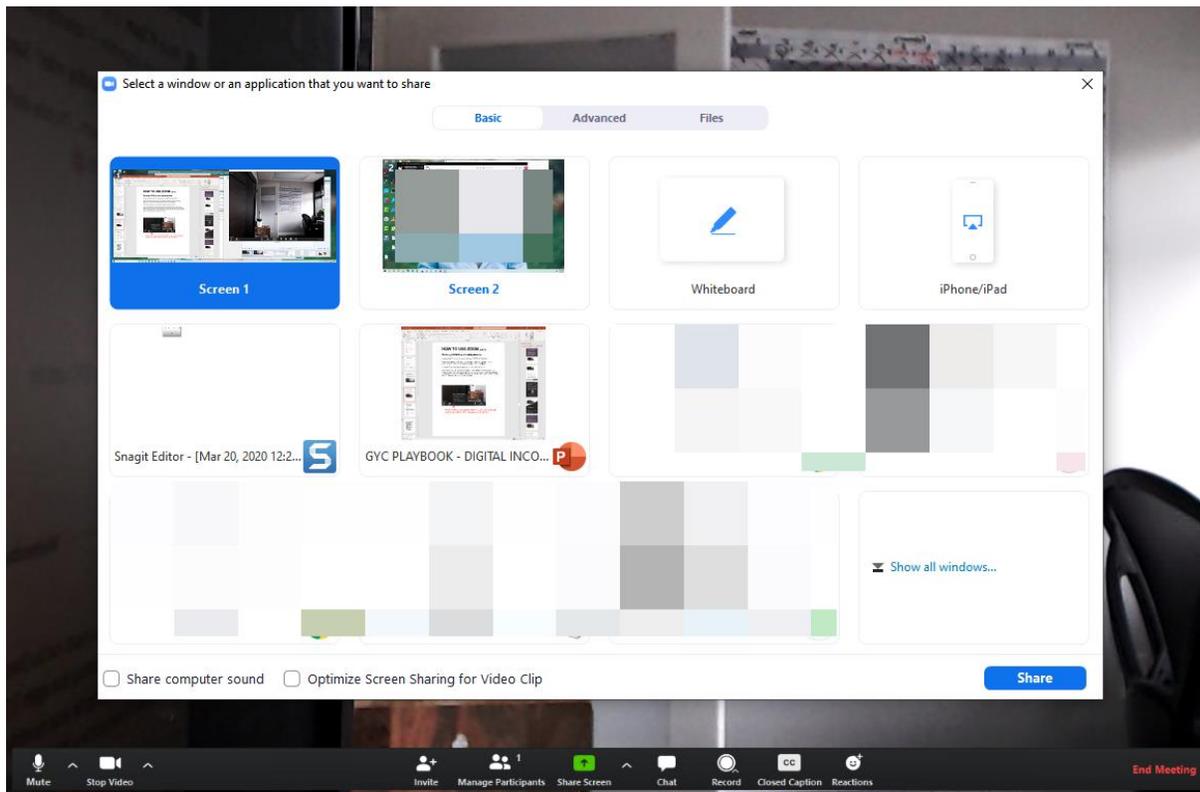
SCREEN SHARING

If part of your lesson you'd like to share your screen with participants, click the green SHARE SCREEN button at the bottom of your Zoom application.

You'll get a pop up screen asking WHAT you want to share. You have lots of options. The first option lets you share your WHOLE SCREEN. Meaning ANYTHING YOU DO will be seen by participants.

A second option lets you just share a SPECIFIC APPLICATION, like one of your web browser windows. This only shows that window, so if you want to do anything outside of that, you can without everyone seeing it. This will show all your open windows. So you'll have to open the application you want to share before you launch this.

Simply click on the preferred option!



Click the green SHARE SCREEN button. You'll then need to select what to share - your whole screen or a specific application.

HOW TO USE ZOOM (con't)

RUNNING ZOOM ON YOUR PHONE

Both iOS (Apple phones) and Android (almost everyone else) have a ZOOM App (made by Zoom themselves).

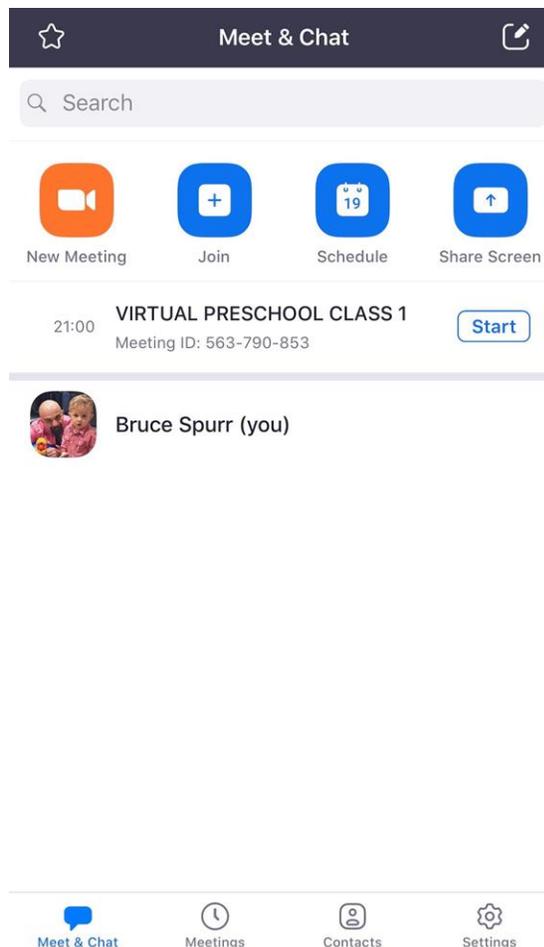
It's a pretty good application – just note it drains the battery, so you may want to plug your phone in! 😊

The great thing about using your phone is its fast and easy. You can use wireless headphones to speak and listen to your audience, and the cameras on most phones are amazing!

The biggest con is your tiny screen! It should be enough to keep an eye out on whether you're in-screen or not, but if you want to see what others are doing, it'll take some work and you gotta get up close and personal.

With wireless Bluetooth headphones you can stand 4-5 feet away, get full body perspective, sit on the ground, etc. without any issues of losing connection.

Here is the App on the Apple App Store, and here is what it looks like when opened:



PREP YOUR ENVIRONMENT

Lighting and Space Management

Pick a spot where you want to run the class.

Try to pick a few different spots. Again think Mr Rogers, he's got a few different "scenes" for each episode. You don't have to move during the class. But maybe start one place in the morning and another in the afternoon.

LIGHTING

We're going to keep this simple with some basic rules of thumb:

- Do NOT do it with your back to a light source / window. You'll end up being a dark silhouette.
- You can have a window in front of you when you're facing the camera, so your camera is near the window facing inside the room, that way you have some natural light on you.
- Test to see what you look like. Just turn on your phone camera to VIDEO mode, you can do this on a laptop or phone. If you can't figure out how to do it on your laptop, then load up ZOOM and create a test meeting and see what it looks like!

CAMERA ANGLE

Try to have the camera straight to you, or SLIGHTLY above you. So if you're going to be sitting on the floor a lot, have the laptop or phone (whichever you're using) on a chair or one of the tables the children use.

If you're mostly standing for the lesson then use a table and maybe stack a few books. Make sure it's SUPER STABLE.

If you're going to switch between the two, then have both setups ready and simply move the camera placement from one to the other.

Test this so you know what you look like and how to STAY IN FRAME.

AUDIO

If you're using a laptop you may want to get wireless earbuds with a built-in mic and of course you'll have the headphones in your ear. Now you don't have to worry about sound at all.

HEADPHONES AND CAMERAS

DON'T LET TECHNOLOGY SLOW YOU DOWN

You can get this done with your laptop or phone right now. Add better tech as you go if this start taking off!

SUCCESS is NOT determined by the quality of your camera – any phone or newer laptop will be great – you can buy a \$200 HD external quality webcam if you really need to.

SUCCESS IS DETERMINED BY the your AUDIO (it has to be good, if you're too loud or too soft, or there is a lot of background noise, etc. you'll irritate and lose people quickly). People are very sensitive to poor audio. It doesn't have to be recording-artist good, any wireless AirPod type headset is fine.

But MOST OF ALL, SUCCESS of your VIRTUAL CLASSROOM is determined by the ENERGY you bring.

Things are different when you're on camera vs live in person. You gotta be DYNAMIC, engaging, and well prepared for your lesson so there isn't a lot of dead time. If you have to fix something, talk it through out loud while you're doing it!

WIRELESS HEADPHONES

These earbud headphones have over 40,000 reviews and are on Amazon for <\$50

https://www.amazon.com/TOZO-Bluetooth-Wireless-Headphones-Waterproof/dp/B07J2Z5DBM/ref=sxin_3_ac_d_pm?ac_md=2-0-VW5kZXIkJDEwMA%3D%3D-ac_d_pm&cv_ct_cx=best+wireless+earbuds&dchild=1&keywords=best+wireless+earbuds&pd_rd_i=B07J2Z5DBM&pd_rd_r=93e698db-83ae-4da1-9843-21297d9b7c77&pd_rd_w=RBHUq&pd_rd_wg=Wvy6d&pf_rd_p=0e223c60-bcf8-4663-98f3-da892fbd4372&pf_rd_r=MRTFSK2Z49NGV5KXATXT&pssc=1&qid=1584724478&sr=1-1-22d05c05-1231-4126-b7c4-3e7a9c0027d0

These wrap around the ear as some don't like earbuds (<\$30)

https://www.amazon.com/Bluetooth-Headphones-Earphones-Microphone-Compatible/dp/B07QM2DYFK/ref=sr_1_2?dchild=1&keywords=best+wireless+earbuds&qid=1584724580&sr=8-2

MORE TECH PIECES

WEB CAMERA

This is one of the best webcams on the market, with fantastic reviews (<\$300)

https://www.amazon.com/Logitech-Widescreen-Calling-Recording-Desktop/dp/B006JH8T3S/ref=sr_1_8?dchild=1&keywords=webcam&qid=1584724707&refinement_s=p_72%3A2661618011&rnid=2661617011&sr=8-8

You want to have a camera that is 1080P HD quality. Some say they are HD but only 720P which is less resolution. Good enough if you're directly in front of the screen, but not as great if you're further away.

PHONE STANDS

Basic table-top stand (for table or chair) to hold your phone:

https://www.amazon.com/Xenvo-SquidGrip-Flexible-Phone-Tripod/dp/B06XKX4DPJ/ref=sr_1_3?dchild=1&keywords=phone+tripod&qid=1584724887&sr=8-3

This tripod will extend to the floor so you can adjust for sitting or standing. Note it'll take some effort to transition it from sit to stand. We find using a smaller one and then having a table/chair for height and setting it up so it can move in 1-2 seconds of effort is better.

https://www.amazon.com/Tripod-Adjustable-Travel-Smartphone-Bluetooth/dp/B07WRRYQ9W/ref=sr_1_8?dchild=1&keywords=phone+tripod&qid=1584724887&sr=8-8

GROW YOUR CENTER

HOW ARE WE GOING TO SUPPORT YOU?

1. **We've done plenty of live videos**, recording and filmed classes, this is a BASIC guide only, and we can help you with far more details as you need.
1. **You've got a website with us right? Great!**
We'll create a landing page for your Virtual Classrooms so folks can register for them.
1. **You're advertising with us on Social Media right? Great!**
We'll extend your audience base after you're up and running to expand your reach.
1. **Power of the tribe!**
We'll share best practices, what's working, so you can tweak your classes and offers.
2. **It's working!! Ready to expand?**
We'll help you leverage this even more and suggest ways you can take payment online and streamline your registration process.

NOW IT'S YOUR TURN!

Ok, we've greased the wheels, and giving you a ton to get started.

Got questions? Drop us a line.

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**AND WHEN WIND
AND WINTER
HARDEN, ALL THE
LOVE LANDS, IT
WILL WHISPER OF
THE GARDEN, YOU
WILL THEN
UNDERSTAND.**

Oscar Wilde