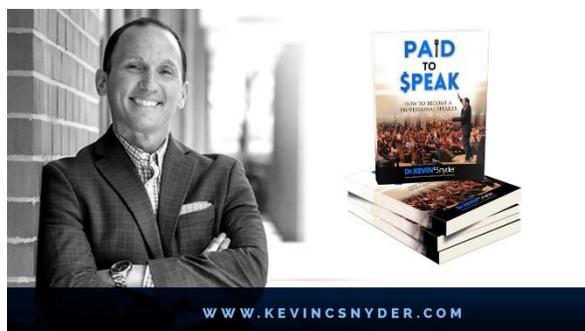


## Equipment List for Setting up Your Virtual Studio (for speakers)

### Important notes:

1. Within 2 weeks of setting up my virtual studio and making outreach, I had four virtual keynote engagements and workshops booked - all because of the competitive edge my virtual studio provided me with. In a noisy field of speakers, my studio is what differentiated me and my speaking business. The first deposit check PAID for the entire studio. This is how I recommend you envision it as well.
2. Purchase equipment from these exact links I've taken the time to provide for you; otherwise you risk buying incorrect model numbers that will not work well in a virtual speaking studio. You will also end up paying more.
3. The prices on the links I am providing for you are the best prices you will find anywhere. If you see an item listed cheaper somewhere else, it's either missing equipment that goes along with it OR it's a cheaper version and you'll be replacing it again within 6 months. Last thing you want is the technology not working 1/2-way through your speech or 10 minutes before your virtual presentation. Don't go cheap. It'll show. This is business.
4. Equipment is an investment that should last you for the next 2-3+ years. Virtual isn't going away anytime soon my friends ... even when in-person events and trainings come back, virtual will stay in some way if not become the primary means of training and development.
5. Equipment is a tax-deductible business expense. Keep track of all your purchases so you can write them off as deductions. I do this by using a separate credit/debit card for all my speaking business expenses. If your home studio is inside your home, this space now becomes a tax deduction as well. Consult your CPA/tax advisor.
6. If you'd like my assistance consulting you virtually about your studio or helping you actually set up your studio, reach back out to me to discuss virtual studio consulting rates. Time is money and money is time! Invest your time wisely!

Note: If any of the following equipment links do not work, contact me for a revised link.



***Let's get you started!***

# OVERVIEW OF ALL 3 VIRTUAL STUDIO OPTIONS

## Option 1: STARTER | Budgets < \$1,000

- HD webcam
- Shotgun mic
- Softbox lighting kit
- Ceiling mount
- LED strip lights
- Mobile TV stand
- Television 43"
- Floating wall shelves
- Retro wood paneling
- Power strip
- Slide advancer
- HDMI cable

## Option 2: INTERMEDIATE | Budgets < \$2,000

- SONY DSLR camera
- Cam Link
- Tripod
- Power supply
- Shotgun mic
- Softbox lighting kit
- Ceiling mount
- LED strip lights
- Mobile TV stand
- Television 43"
- Floating wall shelves
- Retro wood paneling
- Micro HDMI adapter
- Mini HDMI adapter
- Power strip
- Slide advancer
- HDMI cable

## Option 3: PROFESSIONAL | Budgets > \$3,500

- SONY DSLR cameras
- Tripods
- DSLR power supply
- GoPro
- Switcher
- Shotgun mic
- Softbox lighting kit
- Ceiling mount
- LED strip lights
- Ring light
- Laptop
- IBUYPOWER computer
- Mobile TV stand
- Television 43"
- Floating wall shelves
- Retro wood paneling
- Power strip
- Slide advancer
- Tripod mount
- Memory card
- Micro HDMI adapter
- HDMI cable
- Mini HDMI adapter
- HDMI splitter
- Wireless keyboard
- Timer
- Blue light bulbs
- USB type-C adapter
- Apple lightning adapter
- USB type-C cable
- Microphone stand shelf
- 32" monitor
- Faux plant



*See next pages for specific equipment,  
links to purchase and recommendations.*

## Option 1: STARTER | Budgets < \$1,000

*This option is for presenters just starting out who have a very limited budget. A higher budget investment is recommended for professional presenters who want to stand out and differentiate.*

### VIDEO CAMERA

#### HD Webcam

\* Purchase at <https://amzn.to/2Szizge> (\$35)

Note: This is better than your standard laptop video camera, but still not a crystal clear video image like what you will receive in Option 2 and 3. I recommend the SONY a6400 instead of the HD webcam.

### SOUND

#### Sennheiser Shotgun Microphone

\* Purchase at <https://amzn.to/2HZNkZz> (\$199)

Note: You will need a top-quality SHOTGUN microphone so it only picks up the voice directly in front of it. Other area-microphones will pick up surround sound which is NOT what you want.

### LIGHTING

#### Softbox Lighting Kit

\* Purchase at <https://amzn.to/2QMrWIE> (\$49)

Note: Hang these from your ceiling so they do not get in the way. At some point your lighting stands will fall over and possibly crash into your monitor, camera or you during a presentation. Don't risk it.

#### Ceiling mount for lights

\* Purchase at <https://amzn.to/2EDbgkp> (\$15) buy 2 of these

#### LED Strip Lights

\* Purchase at <https://amzn.to/2VAA6Xf> (\$22)

Note: If you like the blue glow effect behind my television, get these. They change to any color you want.

### INTERNET CONNECTION

#### Ethernet Cable 150 FT

\* Purchase at <https://amzn.to/2Btc75x> (\$33)

Note: Do NOT run or rely on WiFi during a presentation. You need to be hard-wired. This long Ethernet cord allows your computer to plug into your modem. I also run this out to my backyard patio!

## **BACKDROP**

### **Mobile TV Display Stand**

\* Purchase at <https://amzn.to/2Bjevfc> (\$70)

Note: You should be standing when making a presentation.

### **Television 43"**

\* Purchase at <https://amzn.to/2BgXsuf> (\$219)

Note: This specific television has the specs for presentations. Other televisions do NOT work well.

### **Rustic Floating Wall Shelves**

\* Purchase at <https://amzn.to/38gLKvu> (\$25)

### **Retro Wood Textured Paneling**

\* Purchase at <https://amzn.to/2BpSjQt> (\$109)

## **MISCELLANEOUS SUPPLIES NEEDED**

### **Power Strip**

\* Purchase at <https://amzn.to/2CXCPNH> (\$22)

### **Remote Slide Advancer**

\* Purchase at <https://amzn.to/3iDOO8D> (\$15)

### **HDMI Cable**

\* Purchase at <https://amzn.to/30JjpLP> (\$12)

### **AA and AAA Batteries**

\* Purchase at <https://amzn.to/3lqAbY9> (\$12)

\* Purchase at <https://amzn.to/3d4Dilz> (\$12)

**TOTAL \$864**

### **\*\*\* Important Considerations and Cautions about Option 1 \*\*\***

I understand budget limitations. When I first started speaking, I only had \$22 in my bank account and my credit cards had been canceled. And even as I've grown my speaking business, I still don't like spending money unless it's an investment that I have high confidence will produce ROI (return on investment) in my speaking business.

If your goal is to pursue professional speaking, then you will need Option 2 or 3 at some point in the very near future to help you differentiate. The speaking industry is very crowded and noisy with basic speakers right now. Especially in a virtual setting, the quality of a speaker's virtual delivery is now part of their overall impact to an audience. It's the speakers who stand out with professional quality video, audio, lighting and backdrop that will constantly earn the speaking engagement over other speakers who are still just doing basic screenshare, respectfully. So if you're serious about building your speaking business, then explore Options 2 and 3.

Option 1 assumes you have an excellent working computer new within the past 2 years.

Option 1 also assumes you recognize that you'll need to invest in Option 2 or 3 if you desire to be selected at higher PAID speaking engagements. You'll need more professional equipment to showcase your virtual delivery which has now become the new in-person stage and the competitive edge for speakers.

## Option 2: INTERMEDIATE | Budgets \$1,500 – \$2,000

*This option is also for presenters just starting out who have a limited budget. This option provides an incredible video camera that ensures a professional quality image that is crisp and clear. The camera alone will pay for itself within the first speaking engagement!*

### **VIDEO CAMERA**

#### **SONY a6400 Digital Camera (\$998)**

\* Purchase at <https://amzn.to/3jF56zt>

Note: (a) Amazing, crystal clear video that will be noticed and differentiate your speaking professionalism. (b) Also, this digital camera records continuously and is ideal for speakers needing to present for 45-90 minutes at a time. Other DSLR cameras shut down after 20-30 minutes because they were designed to be digital PHOTO cameras rather than VIDEO cameras recording in long periods of time. They will limit you to 20-30 minutes max. GET THIS SONY! It's the best at the MOST AFFORDABLE price.

Important: If you're not using a Switcher (option 3), you'll have to convert your SONY a6400 camera into a webcam that your computer will recognize. I can help you do this.

#### **Cam Link for SONY a6400 Digital Camera (\$129)**

\* Purchase at <https://amzn.to/3lmKPz3>

Note: Instead of the Cam Link, I recommend the switcher in Option 3. It's slightly more expensive but it allows you to grow into adding multi-camera angles down the road. The Cam Link does not.

#### **Tripod for SONY a6400 Digital Camera (\$29)**

\* Purchase at <https://amzn.to/30JtwjL>

#### **Power Supply for SONY a6400 Digital Camera (\$29)**

\* Purchase at <https://amzn.to/30JtwjL>

Note: Your camera battery will die after 45 minutes. This supply cord constantly powers your camera.

### **SOUND**

#### **Sennheiser Shotgun Microphone**

\* Purchase at <https://amzn.to/2HZNkZz> (\$199)

Note: You will need a top-quality SHOTGUN microphone so it only picks up the voice directly in front of it. Other area-microphones will pick up surround sound which is NOT what you want.

### **LIGHTING**

#### **Softbox Lighting Kit**

\* Purchase at <https://amzn.to/2QMrWIE> (\$49)

Note: Hang these from your ceiling so they do not get in the way. At some point your lighting stands will fall over and possibly crash into your monitor, camera or you during a presentation. Don't risk it.

### **Ceiling mount for lights**

\* Purchase at <https://amzn.to/2EDbgkp> (\$15) buy 2 of these

### **LED Strip Lights**

\* Purchase at <https://amzn.to/2VAA6Xf> (\$22)

Note: If you like the blue glow effect behind my television, get these. They change to any color you want.

## **INTERNET CONNECTION**

### **Ethernet Cable 150 FT**

\* Purchase at <https://amzn.to/2Btc75x> (\$33)

Note: Do NOT run or rely on WiFi during a presentation. You need to be hard-wired. This long Ethernet cord allows your computer to plug into your modem. I also run this out to my backyard patio!

## **BACKDROP**

### **Mobile TV Display Stand**

\* Purchase at <https://amzn.to/2Bjevfc> (\$70)

Note: You should be standing when making a presentation.

### **Television 43"**

\* Purchase at <https://amzn.to/2BgXsuf> (\$219)

Note: This specific television has the specs for presentations. Other televisions do NOT work well.

### **Rustic Floating Wall Shelves**

\* Purchase at <https://amzn.to/38gLKvu> (\$25)

### **Retro Wood Textured Paneling**

\* Purchase at <https://amzn.to/2BpSjQt> (\$109)

## **MISCELLANEOUS SUPPLIES NEEDED**

### **Micro HDMI to HDMI Adapter**

\* Purchase at <https://amzn.to/2NJ9X4f> (\$12)

Note: This is for connecting the SONY to the Cam Link

### **Mini HDMI to HDMI Cable Adapter 4K**

\* Purchase at <https://amzn.to/34tqscC>

### **Power Strip**

\* Purchase at <https://amzn.to/2CXcpNH> (\$22)

### Remote Slide Advancer

\* Purchase at <https://amzn.to/3iD0O8D> (\$15)

### HDMI Cable

\* Purchase at <https://amzn.to/30JjpLP> (\$12)

### AA and AAA Batteries

\* Purchase at <https://amzn.to/3lqAbY9> (\$12)

\* Purchase at <https://amzn.to/3d4Dilz> (\$12)

**TOTAL \$2,026**

### \*\*\* Important Considerations and Cautions about Option 2 \*\*\*

Similar to what I wrote in Option 1 ... I understand budget limitations. When I first started speaking, I only had \$22 in my bank account and my credit cards had been canceled. And even as I've grown my speaking business, I still don't like spending money unless it's an investment that I have high confidence will produce ROI (return on investment) in my speaking business.

It's the speakers with virtual studios who have the competitive advantage because they stand out with professional quality video, audio, lighting and backdrop that will constantly earn the speaking engagement over other speakers who are still just doing basic screenshare, respectfully. Remember, speakers are always being compared and meeting planners always select THE speaker by ruling all other speakers out. So don't let your virtual studio rule you out. Ensure your studio rules you IN!

If you're serious about building your speaking business, then I'd encourage you to consider Option 3. The speaking industry is very crowded and noisy with basic speakers right now who have a boring backdrop and use screenshare. Especially in a virtual setting, the quality of a speaker's virtual delivery is now part of their overall impact to an audience. At some point soon, you'll need more professional equipment to showcase your virtual delivery which has now become the new in-person stage.

Option 1 and 2 both assume you have an excellent working computer new within the past 2 years. Option 2 assumes you have some tech savvy skills to understand how the Cam Link converts your SONY camera into a webcam.

## Option 3: PROFESSIONAL | Budgets \$3,500 - \$6,750

*Congratulations, this option is for serious presenters committed to growing a speaking business either part-time or full-time. This option provides multi-camera angle views (up to 4) and a switcher that will differentiate you and your speaking business far above other speakers. This equipment is what I use in my own virtual studio and is the primary reason why my speaking calendar is already busy with speaking engagements. My first engagement PAID for my entire studio and it was the studio that got me noticed.*

*If you decide this Option 3 route, which I recommend, there will be a time investment for set up. For me, this took nearly two weeks of figuring it all out once the equipment finally arrived. However, knowing what I know now, I could set up your virtual studio in a day. Contact me and we'll explore a special consultation rate. You'll need to have the right equipment as I've outlined below.*

**Important Note:** Just ONE speaking engagement would likely pay for this type of studio. And remember, expenses are business expenses and should be considered tax-deductions including studio space.

### **VIDEO CAMERA**

#### **SONY a6400 Digital Camera**

\* Purchase at <https://amzn.to/3jF56zt> (\$998 x 2 or 3)

**Note:** (a) Amazing, crystal clear video that will be noticed and differentiate your speaking professionalism.  
(b) Also, this digital camera records continuously and is ideal for speakers needing to present for 45-90 minutes at a time. Other cameras shut down after 20-30 minutes because they were designed to be digital PHOTO cameras rather than VIDEO cameras recording in long periods of time. Other cameras will limit you to 20-30 minutes max. GET THIS SONY! It's the best at the MOST AFFORDABLE price.

**Important:** In my studio, I have 2 SONY cameras and a GoPro as my 3<sup>rd</sup> camera angle. My 4<sup>th</sup> camera angle show my presentation slides. You might want to consider 3 SONY cameras. I likely will invest in another SONY to replace my GoPro soon.

#### **Tripod for SONY a6400 Digital Camera**

\* Purchase at <https://amzn.to/30JtwjL> (\$29 x 3)

#### **Power Supply for SONY a6400 Digital Camera**

\* Purchase at <https://amzn.to/30JtwjL> (\$29 x 2 or 3)

**Note:** Your camera battery will die after 45 minutes. This constantly powers your camera.

#### **GoPro HERO 7 Black**

\* Purchase at <https://amzn.to/3igz0JW> (\$329)

**Note:** Only get Black - not Silver!

## **SWITCHER – this provides the multi-camera angle view**

### **Blackmagic ATEM Mini PRO Switcher (\$599)**

\* Purchase at <https://amzn.to/3irMAtX>

Note: This device is the MAGIC! It does all the heavy lifting to provide you with multi-camera angle views. It also allows you to record directly to an external hard drive so your video files do not get compressed by Zoom, YouTube, Vimeo. If you plan on recording any videos for trainings or demo videos, you'll want the PRO!

Note: There is a basic ATEM model for \$300 less but it does not let you record or provide multi-view out. Although I highly recommend the PRO version above, you can purchase the basic model here: <https://amzn.to/2ZjA86Y>

## **SOUND**

### **Sennheiser Shotgun Microphone**

\* Purchase at <https://amzn.to/2SyZCdB> (\$349)

Note: Since you are using multi-camera angles, your voice will shift depending on which camera you are speaking into. This is the microphone you will need. You will need a top-quality SHOTGUN microphone so it only picks up the voice directly in front of it. Other area-microphones will pick up surround sound which is NOT what you want.

## **LIGHTING**

### **Softbox Lighting Kit**

\* Purchase at <https://amzn.to/2QMrWIE> (\$49)

Note: Hang these from your ceiling so they do not get in the way. At some point your lighting stands will fall over and possibly crash into your monitor, camera or you during a presentation. Don't risk it.

### **Ceiling mount for lights**

\* Purchase at <https://amzn.to/2EDbgkp> (\$15) -- buy 2 of these

### **LED Strip Lights**

\* Purchase at <https://amzn.to/2VAA6Xf> (\$22)

Note: If you like the blue glow effect behind my television, get these. They change to any color you want.

### **Ring Light with Tripod Stand**

\* Purchase at <https://amzn.to/3ismkjo> (\$40)

Note: This is above my head for the hair lighting that helps with background visual

## **COMPUTERS**

### **Dell Inspiron 15.6" HD Business Laptop**

\* Purchase at <https://amzn.to/34VgH8L> (\$469)

Note: This is how I control my slides from a separate computer with a remote slide advancer. It's a simple computer, best deal and what I recommend. My laptop was a few years old so I ended up buying this laptop AND the IBUYPOWER desktop below. It depends on what you need.

Note x 2: You will need 2 computers to have the virtual studio set up needed. One computer to control your slides and another computer to be your main computer where the Zoom (for example) meeting is hosted. This likely will be confusing, so I recommend setting up a consultation to discuss or purchasing my training video walking you through how to set this up.

### **IBUYPOWER Computer Desktop**

\* Purchase at <https://amzn.to/3dRGcZA> (**(\$1,029)**)

Note: I'm about to 'nerd out' on you in this paragraph. At the time I was setting up my studio, I had NO KNOWLEDGE what a gaming computer even was, what a switcher was, what a DSLR camera was or even how to run a Zoom meeting. 2020 was an extraordinary technological learning curve for me. Once I became clear on the type of studio I wanted to build, I explained my needs to my coach. He recommended this specific gaming computer because it has a separate graphics card that won't interfere with your processor speed. Other computers will get slowed down because you'll be forcing them to do too much at the same time – in layman's terms. This specific computer has Windows 10 built in and several extra inputs that you will need. If you need a new computer, get this one over the laptop.

### **INTERNET CONNECTION**

#### **Ethernet Cable 150 FT**

\* Purchase at <https://amzn.to/2Btc75x> (**(\$33 x 2)**)

Note: Do NOT run or rely on WiFi during a presentation. You need to be hard-wired. This long Ethernet cord allows your computer to plug into your modem. I also run this out to my backyard patio!

Note: You'll need one for the switcher and another for your separate computer.

### **BACKDROP**

#### **Mobile TV Display Stand**

\* Purchase at <https://amzn.to/2Bjevfc> (**(\$70)**)

Note: You should be standing when making a presentation.

#### **Television 43"**

\* Purchase at <https://amzn.to/2BgXsuf> (**(\$219)**)

Note: This specific television has the specs for presentations. Other televisions do NOT work well.

#### **Rustic Floating Wall Shelves**

\* Purchase at <https://amzn.to/38gLKvu> (**(\$25)**)

#### **Retro Wood Textured Paneling**

\* Purchase at <https://amzn.to/2BpSjQt> (**(\$109)**)

### **MISCELLANEOUS SUPPLIES NEEDED**

#### **Power Strip**

\* Purchase at <https://amzn.to/2CXcpNH> (**(\$22)**)

### Remote Slide Advancer

\* Purchase at <https://amzn.to/3iDOO8D> (\$15)

### AA and AAA Batteries

\* Purchase at <https://amzn.to/3lqAbY9> (\$12)

\* Purchase at <https://amzn.to/3d4Dilz> (\$12)

### Tripod Mount Adapter for the GoPro

\* Purchase at <https://amzn.to/3dOH94l> (\$8)

Note: You'll need one of these to mount your GoPro to a tripod.

### SanDisk 128GB Memory Card with Adapter

\* Purchase card at <https://amzn.to/3eP6wVE> (\$25 x 3)

\* Purchase card reader at <https://amzn.to/30JXjc5> (\$38)

### Micro HDMI to HDMI Adapter

\* Purchase at <https://amzn.to/2NJ9X4f> (12)

Note: For GoPro connection.

### HDMI Cable

\* Purchase at <https://amzn.to/30JjpLP> (\$12) x 3

### Mini HDMI to HDMI Cable Adapter 4K

\* Purchase at <https://amzn.to/34tgscC> (12) x 3

Note: For SONY connection.

### HDMI Splitter for Dual Monitors

\* Purchase at <https://amzn.to/3ihEtjA> (\$13) x 2

### Wireless Keyboard with Touchpad

\* Purchase at <https://amzn.to/2NVeoZG> (\$26)

Note: This allows me to control the computer several feet away while standing up.

### RCA Digital Alarm Clock w/ LED Display

\* Purchase at <https://amzn.to/2NPYrit> (\$12)

Note: Ensures I know my speech time and will end on time. Bright and shiny.

### Blue Light Bulbs

\* Purchase at <https://amzn.to/2D0mqP3> (\$7)

Note: One way how I get my blue glow in the background.

### USB Type-C to HDMI Adapter

\* Purchase at <https://amzn.to/2BgOKfx> (\$10) x 2

### Apple Lightning to Digital AV Adapter

\* Purchase at <https://amzn.to/3eRe7mo> (\$35)

Note: Allows you to use your iPhone as a camera. Good as backup.

### USB Type-C to USB Type-C 2.0 Short Charger Cable

\* Purchase at <https://amzn.to/3dLlnPI> (47) x 2

### Mini-HDMI Male to HDMI Female Adapter

\* Purchase at <https://amzn.to/38dN6qY> (\$7) x 2

### Microphone Stand Shelf

\* Purchase at <https://amzn.to/3iii7Pe> (\$32) x 2

Note: How my plant is sitting in mid-air underneath my television monitor

Note: I also use one as a platform for my laptop to sit on top of a tripod behind my cameras as a monitor.

### 32" Monitor

\* Purchase at <https://amzn.to/30Goapv> (\$199) x 3

Note: I have 3 of these; one for my computer, one for my multi-camera angle out view, and another for my camera focusing.

### Faux Plant

\* Purchase at <https://amzn.to/2BpRmYo> (\$19)

### Faux Succulent Cactus Potted Plant

\* Purchase at <https://amzn.to/31xXWxi> (\$19)

### UNTUCKIT shirt

I'm a HUGE fan of UNTUCKit shirts ... they are designed to be worn untucked and are a good fit for virtual presentations – casual yet professional. [Click here to save 25% on your first order with this coupon link](#) OR <https://bit.ly/3d69zbT>

\*\*\*\*\*

**TOTAL \$6,750** .... If you had nothing to start with, this would be your investment for ALL the equipment, all the computers, switcher, cords, accessories, etc. – everything!

And remember, one speaking engagement at this level would pay for your entire studio. My first speaking engagement once I built this quality of studio was \$15,000. The deposit check paid for the entire studio.

**\*\*** Contact me if I can help you in either a consultation for your own set up OR if you'd like to explore having me set up your studio in your own home using Option 1, 2 or 3. Your next speaking engagement depends on your virtual studio set up.

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