

# Look and Sound Professional in Your Online Practice



## COURSE HANDBOOK

To enrol on the Look and Sound  
Professional Online course:

[Click Here.](#)

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# Welcome & Introduction

Welcome to the Look and Sound Professional in Your Online Practice course.

This course is designed to **help you refine your online presence**, ensuring a **professional, warm, and engaging environment for your clients**. Whether you're new to online therapy or looking to fine-tune your existing setup, this handbook will guide you throughout the course.

## Important Note:

**This course does not teach online counselling. It is *designed for counsellors already qualified in online work who want to get the most out of their current setup and present themselves professionally in online sessions.***

By the end of this training, you'll be able to:

- **Improve your video, lighting, and sound** setup.
- Create a **professional and welcoming** online space.
- **Increase client engagement and trust** through visual and auditory enhancements.

## Eligibility & Prerequisites

There are **no formal entry requirements** for this course. This content is **designed for therapists, trainers, and professionals** conducting online sessions **who want to improve their digital presence**.

## Course Features

This self-paced course provides:

- **Practical, implementable tips** through **video tutorials, pro tips, and case studies** of the presenters' own professional online spaces.
- A **complete equipment list** featuring the cameras, lighting, and sound tools the course presenters use.

# Course Modules

## Introduction: Professionalism in Online Therapy

- How **first impressions** shape client assumptions.
- Creating a **safe, confidential, and welcoming** online space.
- The three pillars of online professionalism are **clarity, warmth, and respect**.
- Reflection: Identifying **small changes** that enhance your online presence

## Module 1: Five Days to Looking and Sounding Great

- Day One
- Day Two - Lighting
- Day Three - Sound and Camera
- Day Four - Background
- Day Five - Usable Setup

## Module 2: Basics of Video Setup

- **Framing, headroom, and positioning** to create an engaging online presence.
- Maintaining **eye contact** and reducing distractions.
- **Camera options**: using built-in vs. external cameras.
- Pro tips for **using your existing equipment** effectively.

## Module 3: Lighting Techniques for Online Counselling Sessions

- How lighting affects **client perception and engagement**.
- Choosing between **natural and artificial lighting**.
- Best practices **for positioning lights** to create a professional look.
- **Budget-friendly lighting** solutions for small spaces.

## Module 4: Optimising Sound and Environment

- The **importance of clear audio** in therapeutic relationships.
- Creating a **quiet, controlled environment** for online sessions.
- **Microphone options** and best positioning for **crisp sound**.
- Strategies for **reducing echo and background noise**.

## Module 5: Background & Personalisation

- How your **background influences client perception**.
- Creating a **distraction-free yet inviting** visual environment.
- Best practices for **personalising your space** while maintaining professionalism.
- Cautions and alternatives for **virtual backgrounds**.

## Module 6: Case Studies

- 10 Setup Examples
- Online Practice Discussion
- Colette's Loft Room
- Studio Setup

## Module 7: Kit We Use

# Technical & Practical Requirements

This course is designed to help you **achieve a professional online presence with as little or as much investment as you choose**.

Suggested tools include:

- **Cameras:** Built-in laptop cameras, external webcams, or phone cameras.
- **Lighting:** Desk lamps, LED panels, ring lights.
- **Sound:** Built-in mics, USB microphones, lavalier microphones, or noise-canceling headphones.
- **Space setup:** A quiet, well-lit, and thoughtfully arranged background.



## Certification & Completion

Once completed, you will receive a **1.5 CPD-hour certificate**.

**No assessments** are required, but self-reflection and application of learning are encouraged.

## Final Thoughts

By implementing the strategies in this course, you'll **create a strong, professional, and welcoming online presence** that enhances **client trust and engagement**. **Small changes** can lead to **big improvements** in how clients perceive and interact with you in an online space.

Let's get started on refining your professional online therapy environment!

## Support

If you need any assistance with technical issues – for example, navigating the course, logging in or needing password reminders – or if you have questions about the course content, email [support@counsellingtutor.com](mailto:support@counsellingtutor.com).

We will do our best to help you sort out and overcome the difficulty as quickly as possible, or provide clarification if needed.

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