

MASTERING YOUR *VIRTUAL PRESENCE*

WITH GAVIN MCGARRY

FOR COACHES

Why Virtual Presence
Defines Modern
Coaching Excellence



JUMPWIRE MEDIA

Master Your Virtual Coaching Presence with Gavin McGarry

Transform Virtual Coaching Sessions Into Breakthrough Client Experiences

In today's digital-first coaching environment, your virtual presence isn't just about looking professional—it's about creating transformational breakthroughs, building unshakeable trust, and turning every screen interaction into a moment of profound client impact.

Whether you're conducting high-stakes executive coaching sessions, leading group masterminds, or delivering life-changing interventions, your virtual presence is now your coaching presence.

Gavin McGarry brings insider knowledge from global television production (Entertainment Tonight, Endemol/Shine, CBC, Nickelodeon) and a proven track record guiding prominent personalities like Katie Couric, alongside diverse coaches and entrepreneurs—from stand-up comedy instructors like Greg Dean to international accounting professionals like Pat McCarthy of Genesis Accounting—who depend on virtual environments for their coaching success.

This isn't about basic video call etiquette.

This is about leveraging advanced television broadcast techniques, cutting-edge AI tools, and psychological presence principles to establish instant credibility, create deeper client connections, and deliver coaching sessions that drive measurable results.

The Strategic Imperative: Why Virtual Presence Defines Modern Coaching Excellence

In high-impact coaching environments, trust and rapport are established within the first 30 seconds of any session.

Research shows that 93% of communication impact comes from non-verbal cues—tone, posture, eye contact, and environmental authority signals. In virtual settings, these signals are either amplified or completely lost.

You wouldn't walk into a client's boardroom in your pajamas.

Why would you not bring that same level of professional presence to your virtual coaching environment? The coaches who master virtual presence aren't just more comfortable on camera—they're consistently perceived as more professional, more impactful, and more capable of delivering the transformational results clients seek.

Coaches who master virtual presence don't just communicate better—they:

- Command virtual rooms even through screens, influencing client breakthroughs and driving lasting change
- Build deeper trust with clients through strategic visual storytelling and psychological connection techniques
- Maximize every coaching moment by eliminating technical distractions and presence barriers
- Scale their coaching impact beyond geographical limitations while maintaining intimate, transformational connections

The subtle psychology of virtual coaching presence—camera angles that convey confidence without intimidation, lighting that ensures every micro-expression builds connection, audio clarity that makes every coaching question land with impact—these details separate coaches who thrive in virtual environments from those who merely survive them.

Gavin McGarry's 10-Hour Virtual Coaching Presence Excellence Program

A Comprehensive System for Professional Coaching Mastery

This intensive program combines television broadcast best practices with cutting-edge AI integration and psychological presence mastery.

Designed specifically for professional coaches who understand that virtual presence is now a core coaching competency.

Program Flexibility: Delivered to accommodate busy coaching schedules—condensed weekend intensives, weekly sessions, or bi-weekly deep dives.

Gavin has successfully worked with executive coaches, life coaches, business coaches, and specialized coaching professionals across diverse industries.

Overview of the 10 Sessions

1. Foundation & Strategic Assessment
2. Performance Analysis (Independent Expert Review)
3. Crafting Your Coaching Command Center
4. Platform Mastery - Zoom Deep Dive
5. The Psychology of Virtual Coaching Command
6. Interactive Coaching Excellence - Engagement & Breakthrough Tools
7. AI-Powered Coaching Enhancement
8. Automation for Coaching Efficiency
9. Digital Authority & Strategic Coaching Visibility
10. Integration & Strategic Coaching Evolution

What You'll Master:

Session 1: Foundation & Strategic Assessment (1 hour)

The Coaching Presence Framework:

- Discover Gavin's proprietary system that transforms television broadcast techniques into virtual coaching tools.
- He'll assess your current technical setup, clarify your coaching brand positioning, and identify your Ideal Client Profile (ICP) to ensure every virtual session serves your coaching objectives.

Outcome: A clear roadmap for your virtual coaching transformation aligned with your practice goals.

Session 2: Performance Analysis (1 hour - Independent Expert Review)

Behind-the-Scenes Coaching Assessment:

- Gavin conducts a comprehensive analysis of one of your coaching sessions, evaluating presentation dynamics, psychological impact, client engagement patterns, and missed opportunities for deeper connection.

Outcome: Detailed feedback report with specific recommendations for immediate coaching presence improvement.

Session 3: Crafting Your Coaching Command Center (1 hour)

Environmental Psychology & Technical Excellence:

- Master the art of virtual coaching environment design—strategic lighting that ensures every facial expression builds rapport, background selection that reinforces your coaching authority, and ergonomic setups that support confident presence during extended coaching sessions.

The Science of First Impressions in Coaching:

Understand how environmental cues trigger psychological responses in your clients and how to leverage these for maximum coaching impact.

Outcome: A professionally optimized virtual coaching workspace that immediately elevates your coaching presence and client experience.

Session 4: Platform Mastery - Zoom Deep Dive (1 hour)

Advanced Configuration for Coaching Impact:

- Systematically configure over 120 Zoom settings to maximize client engagement and eliminate technical friction.
- Master AI-powered features including real-time summaries and intelligent catch-up tools that enhance the coaching experience.

Outcome: Platform expertise that ensures seamless, professional coaching experiences in every session.

Session 5: The Psychology of Virtual Coaching Command (1 hour)

Coaching Presence Techniques:

- Learn advanced delivery methods including vocal dynamics that convey authority and warmth, eye contact strategies that build trust across screens, and body language that signals confidence while maintaining coaching accessibility.

Trust-Building Subtleties for Coaches: Master the micro-behaviors that either establish or erode credibility in virtual coaching environments.

Outcome: Physical and vocal techniques that consistently position you as the trusted coaching authority while maintaining client psychological safety.

Session 6: Interactive Coaching Excellence - Engagement & Breakthrough Tools (1 hour)

Strategic Client Participation Management:

- Transform passive virtual coaching into dynamic, participatory experiences using advanced tools like Slido, interactive assessments, and strategic breakout techniques for group coaching.

The Neuroscience of Coaching Engagement: Understand how to structure virtual coaching interactions to maximize client breakthroughs and implementation effectiveness.

Outcome: Tools and techniques that ensure your virtual coaching sessions drive client action and sustainable change.

Session 7: AI-Powered Coaching Enhancement (1 hour)

Artificial Intelligence for Coaching Advantage:

- Integrate cutting-edge AI tools (Claude, ChatGPT, Gamma.app, Opus.clip, Napkin.ai) to enhance coaching content creation, automate follow-up processes, and provide intelligent client support between sessions.

Future-Proofing Your Coaching Practice: Learn prompt engineering and AI utilization strategies that scale your coaching impact while maintaining personal connection.

Outcome: AI-enhanced coaching workflows that multiply your impact without increasing your time investment.

Session 8: Automation for Coaching Efficiency (1 hour)

Systems for Scalable Coaching Impact:

- Implement automation tools (Zapier, AI agents) that handle routine tasks while ensuring clients receive enhanced value and consistent follow-through between coaching sessions.

Strategic Time Liberation for Coaches: Free up mental bandwidth for high-value coaching activities by automating administrative workflows.

Outcome: Automated systems that increase client satisfaction while reducing your operational burden.

Session 9: Digital Authority & Strategic Coaching Visibility (1 hour)

Modern Coaching Marketing:

- Leverage automated social media strategies and content distribution systems to build thought leadership in your coaching niche.
- Learn from Gavin's experience developing digital strategies for major brands (Red Bull, Katie Couric, Verizon).

Coaching Community Leadership: Strategies for creating and managing coaching communities that extend your influence beyond individual sessions.

Outcome: A digital presence strategy that positions you as a coaching authority and generates high-quality client opportunities.

Session 10: Integration & Strategic Coaching Evolution (1 hour)

Live Coaching Performance Review:

- Collaborative analysis of a recent coaching session post-implementation, with real-time feedback and refinement strategies for continued excellence.

Strategic Next Steps for Coaches: Comprehensive program summary with personalized recommendations for continued virtual coaching evolution and practice growth.

Coaching Community Access: Invitation to Gavin's exclusive coaching professional network for ongoing peer learning and advanced strategy development.

Outcome: Complete virtual coaching mastery integration with a clear path for continued coaching excellence.

Proven Coaching Professional Results

Gavin's coaching clients consistently report transformational outcomes within the first 30 days:

- Healthcare executives have seen dramatic improvement in C-suite client engagement and breakthrough session frequency
- Life coaches report significantly enhanced client emotional connection and implementation rates
- Business coaches note substantial reduction in virtual session fatigue while increasing client retention and referrals
- Specialized coaches consistently achieve stronger client transformation outcomes and more effective group coaching dynamics

"The psychological techniques alone transformed how I connect with executive clients virtually. They now open up in ways that rival our best in-person breakthroughs." - Executive Coach, Fortune 500 Specialization

Is This Program Right for Your Coaching Practice?

Ideal Coaching Professional Profile:

- **Volume:** Conducting 5+ client coaching sessions weekly via virtual platforms
- **Impact:** Coaching executives, entrepreneurs, or high-performing individuals where presence directly impacts results
- **Growth Stage:** Scaling coaching practices where virtual presence affects client acquisition and retention
- **Investment Mindset:** Coaches who understand that mastering virtual presence is a competitive advantage, not just a convenience

Coaching Specialization Applications:

Gavin customizes his approach for specific coaching environments:

- **Executive Coaching:** C-suite presence, boardroom-level authority, investor relations coaching
- **Life Coaching:** Deep emotional connection, breakthrough facilitation, transformational presence
- **Business Coaching:** Strategic influence, leadership development, high-stakes decision coaching
- **Specialized Coaching:** Industry-specific expertise presentation, niche authority positioning

This Program Is NOT For:

- Basic video conferencing training or general tech support
- Coaches new to virtual sessions (foundational skills required)
- Those seeking group training or team-wide solutions
- Coaches expecting overnight results without committed practice and implementation

Technology Requirements & Coaching Setup Preparation

To maximize your coaching program results, ensure you have:

- Reliable high-speed internet (minimum 25 Mbps upload)
- HD webcam (1080p minimum) positioned at eye level
- Professional microphone or high-quality headset optimized for coaching conversations
- Dedicated virtual coaching space with controllable lighting
- Modern computer (less than 3 years old) capable of running multiple coaching applications simultaneously

Gavin provides specific coaching equipment recommendations during Session 1 based on your current setup and coaching practice budget parameters.

Coaching Schedule Accommodation

Understanding the demanding nature of coaching schedules, Gavin offers:

- 48-hour rescheduling without penalty for urgent client conflicts
- Emergency session availability for last-minute coaching presentation preparation
- Flexible session formats including early morning, evening, and weekend options
- International time zone coordination for global coaching professionals

All sessions are protected by strict confidentiality agreements suitable for professional coaching requirements.

Return on Investment Framework for Coaches

Consider the strategic value of virtual coaching presence mastery:

- **Time Efficiency:** Eliminate technical frustrations and re-sessions due to poor virtual presence
- **Client Impact:** One successfully transformed client relationship typically exceeds the entire program investment through retention and referrals
- **Competitive Positioning:** While other coaches struggle with basic virtual competency, you'll command virtual environments with television-level professionalism
- **Scalable Influence:** Master virtual coaching presence once, leverage it across hundreds of future client interactions throughout your career

Calculated ROI: Most coaching professionals recoup their investment within 30 days through improved client outcomes, retention, and referral generation.

Post-Program Coaching Excellence Pathway

Your investment extends beyond the initial 90 days:

- Continued access to Gavin's exclusive coaching professional community for ongoing peer learning
- Quarterly virtual coaching presence updates as technology and best practices evolve
- Priority booking for additional sessions at preferred client rates
- Annual 30 minute presence audit to ensure continued excellence as your practice evolves
- Emergency coaching presentation preparation available at expedited rates

Limited Availability Notice

Due to the highly personalized nature of this program, Gavin accepts only 12 coaching professionals per quarter. This ensures each coach receives his complete focus and customized attention their professional practice demands.

Next Coaching Professional Cohort: Priority consideration given to referrals from current coaching clients and professional partners.

Investment in Coaching Excellence

The Professional Credibility Factor

Consider this: Would you meet a high-paying client in casual attire? Your virtual coaching presence deserves the same investment in professional excellence. In virtual environments, establishing coaching credibility requires intentional mastery of technical, psychological, and strategic elements that most coaches overlook.

The Coaching Challenge: Virtual coaching is exponentially more demanding than in-person sessions. Without the full spectrum of physical presence cues, coaches must compress their entire professional presence into a small screen while managing technology, maintaining authority, and facilitating client breakthroughs.

Your Competitive Advantage: Master these skills now, while most coaches are still struggling with basic virtual competency. Position yourself as the coaching professional who not only adapts to virtual environments but leverages them for superior client results.

CONSULTING SERVICES AGREEMENT

This Consulting Services Agreement ("Agreement") is entered into between Gavin McGarry ("Consultant") and the client ("Client") and outlines the terms and conditions for consulting services provided by the Consultant to the Client.

1. CONFIDENTIALITY AND PROFESSIONAL PRIVACY

The Consultant agrees to maintain strict confidentiality regarding all Client information, coaching strategies, and session content. This includes compliance with professional coaching privacy requirements suitable for coaching practice discussions.

2. SESSION SCHEDULING AND DURATION

The Client is entitled to ten (10) consulting sessions, each one (1) hour in duration unless otherwise agreed, to be completed within ninety (90) days from the date of the initial ("kick-off") session. Sessions may be scheduled as:

- Weekly one-hour sessions
- Two-hour back-to-back sessions (equivalent to two sessions)
- A single five-hour weekend session (equivalent to five sessions), as mutually agreed upon by the Client and Consultant

3. COACHING PROFESSIONAL SCHEDULE FLEXIBILITY

Recognizing the demanding nature of coaching practice schedules, the Consultant provides 48-hour rescheduling accommodation without penalty for urgent client conflicts. Emergency session availability and international time zone coordination available upon request.

4. BOOKING PROCEDURE

The Client shall schedule all sessions using the designated booking link:
<https://calendly.com/gavinmcgarry/60>

If the Client is unable to find a suitable time, they may contact the Consultant directly at gavin.mcgarry@gmail.com to arrange an alternative.

5. PAYMENT TERMS

The total fee for the ten (10) one-hour consulting sessions is \$2,500 (credit card payments +3%), due in full prior to the commencement of the first session.

Additional sessions beyond the initial ten (10) may be purchased at a rate of \$300 per hour, subject to availability and mutual agreement. All payments are non-refundable for unused sessions after the ninety (90) day period has expired.

6. SESSION TIME LIMIT

The ninety (90) day period for completing the ten (10) sessions begins on the date of the kick-off session. Any unused sessions after this period will be forfeited without refund.

7. SESSION SUMMARIES

All sessions will be summarized using Zoom AI Companion, and a copy of the summary will be provided to the Client.

8. RECORDING RESTRICTIONS

Neither the Client nor the Consultant is permitted to record any session, in whole or in part, by any means, without the express written consent of both parties.

9. CONTACT INFORMATION

For scheduling or other inquiries, the Client may contact the Consultant at gavin.mcgarry@gmail.com.

By engaging in the consulting services, the Client acknowledges and agrees to be bound by the terms of this Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date set forth below.

Consultant:

Gavin McGarry
Jumpwire Media Inc.

Client:

Name: _____

Company: _____

Date: _____