



What to Wear

When picking clothes to wear for your interview, it is important to remember a few things...

Dark Colors Look Good On Camera

This being said, there is no problem with some brighter colors in your outfit. Avoid solid white, black and red. White reflects too much light, black doesn't reflect enough, and red blurs and bleeds on video.

Avoid Large Or Flashy Jewelry

This can distract the viewer, create glares and reflections, or worse...both.

Small Stripes and Dense Patterns Should Be Avoided

A shirt with a very dense pattern, or close stripes, can trick the camera and create a 'wavy' effect. Wear solids, or items with less intrusive patterns.

Bring Alternatives

If at all possible please bring an extra change or two of clothing. This is best if we need for it to appear that it is a different day, or if one outfit simply isn't working.

Uniforms

If your work requires you to wear a uniform, we would much rather film you in your element, while you are wearing this uniform. All we ask is that your uniform is clean, or indicative to how your job is performed. For example, a painter's coveralls might be splattered with paint, while a police officer's uniform would be clean and neat.

Hair and Make-Up

We get asked a lot about what we need in regards to hair and make-up for the interview. We actually don't need anything special for either. Just wear your hair and / or make-up just as you would for your regular work day. We may have to apply some hairspray or light powder to tame stray hairs or prevent shine, but that is it.

Guidelines for Interviews

On Camera

While you are being interviewed, relax...

Avoid Jargon Or Lingo

Try to use language that the average viewer would understand. If a specialized term is necessary, just briefly explain it.

Speak Slowly

A lot of people speak very quickly during interviews because they are nervous, but don't realize they are doing it. Take a moment and slow down. You don't have any reason to worry, we'll be there to take the stress out and make the moment more comfortable.

Think Of What You Are Going To Say, Then Say It

It is okay to pause and think of what you want to say in response to a question. You know what you are talking about, otherwise we wouldn't be interviewing you. The important thing is to avoid filling that gap with bridge words like, "Umm, umm," "Like," "You know," and other similar phrases.

Reiterate

When the video is finished up, you won't see or hear us on camera asking questions at all, so this means you need to say enough of the question along with your answer to let everyone know what was asked. For example: Question - "What did you do yesterday?" Answer - "Yesterday, I went to the world's largest garage sale..."

Summarize

If the content of your sentence was correct, but came out in a long or rambling way, just simply say it again in a more concise manner. This is not to say that pertinent details aren't important. In fact, these details are wonderful, but it's important to keep in mind a couple are all we need.

Big Words Can Work Against You

Lots of times people will try to use large or complex words in order to sound more intelligent. A larger word used once in a while can sound great, but overuse, or misuse, can ruin an interview. Say what you need to in the easiest way possible.

