

INTERVIEW GUIDELINES

Thank you for taking time out of your busy schedule for this video interview. The following are some guidelines and thoughts on the interviewing procedure to help increase your comfort level. If you have any questions, please feel free to call.

1. **Be candid.** We don't want to put words in your mouth. Honesty comes across fresh and exciting.
2. **Know what you want to say, but not how you want to say it.** This makes the best impression in interviews. You'll sound like an expert with strong ideas, and it will sound like genuine, unrehearsed conversation. Unless you're a professional actor, rehearsed lines sound like rehearsed lines.
3. **Relax and be yourself.** If you use your hands when you speak, use them during the videotaping. Also, don't worry about the occasional "um" or "ah." These are natural and acceptable parts of our speech patterns.
4. **Keep your energy level up.** Video is a two-dimensional medium, so subjects tend to appear more flat than in real life. Increasing your energy level will bring out your personality.
5. **Think of it as a conversation.** You won't be looking into the camera; you'll be keeping your eyes focused on the interviewer most of the time. The only thing that you need to bear in mind is that the interviewer's voice will not be on the final tape. Therefore, paraphrase the question in your answer to provide context.
6. **Short is sweet.** Try to keep your answers focused on the topic at hand. With shorter audience attention spans, the need for brevity is greater than ever. Nice cogent responses will help you come across in a highly focused manner.
7. **We're here to make you look good.** Everything from the lighting to the setting for the interview, to the final soundbite selects is designed to make you appear in the most authoritative and flattering light possible.
8. **What you wear makes a difference.** We've developed some video wardrobe guidelines, which will help you come across better on-camera. **Men:** Try to avoid white shirts or striped shirts. Blue, pink, olive, tan shirts all work nicely. Avoid button-down collars. They do not appear well on camera. As for ties, try to stay away from intricate patterns. With suits, medium color tones work better than dark suits. Avoid hounds tooth and check patterns. **Women:** Avoid outfits that are predominantly black, white or red. Avoid heavily patterned clothing (e.g. tight striping, checks, and hounds tooth) as it tends to rainbow and look bad on video. Good colors for video: earth tones, cobalt blue, green.