

What to Wear

- Wear darker colors or medium grey or blues
- Clothing with smooth outer edges
- Comfortable clothing so that you look comfortable on camera
- Jewelry should be modest to avoid a reflective glare
- Women should wear everyday makeup with a tad extra lipstick or blush
- If you wear glasses, reflection-free lenses or contacts are best
- Style your hair away from your face for maximum eye contact

Try to Avoid

- Wearing solid white or black
- Bright colors such as yellow or orange
- Clothes with shiny surfaces
- Stripes, checkers or small/tight patterns
- New clothes may pull and make you feel uncomfortable
- Avoid getting a haircut immediately before a shoot
- Bright neckties such as red, or with small or tight patterns
- Women should avoid cream make up or frosted colors
- If possible, don't wear heavy frame glasses
- Never wear glasses with transition lenses
- Do not have loose change or keys in your pockets to avoid jangling
- Women should avoid large bracelets, large necklaces, rings and dangling earrings

Interview Best Practices

- This is a face-to-face conversation, try to make as much eye contact with the interviewer.

Interview Best Practices, Continued

- Take your time and speak at a steady and somewhat slower pace than you might normally speak.
- Avoid trying to squeeze every single detail that you want to communicate.
- If you feel like you didn't answer the question fully, or you didn't come across in the manner in which you meant, feel free to stop and start over.
- There is no need to rush through your answer, while we seek clean takes, some editing can be done to fix a minor hiccup in an otherwise perfect take.
- Please do not assume you can "wing it" - preparation is essential. You don't need to memorize the answers, but you need to be comfortable with the questions and topics being discussed.
- It is also very effective to incorporate a "flag" into your answer. A flag is a phrase that brings attention to a specific point. Your answers are designed to underscore your expertise. Examples of flags include:
 - What we have found is...
 - What our customers have told us is...
 - The key thing to remember is...
 - What is most important is...
 - The critical issue is...
 - The best part about...

And, Most Importantly

- Answer in complete sentences. In most instances, the interviewer's voice won't be heard in the video, the audience may not know what was asked if you don't reference it in part of your answer
- If you are not happy with the way you delivered the answer during the shoot, you can get another take