QUESTIONS #1

- Do you act the same around everyone?
- In what ways do you change? Around your friends, parents or teachers?

BEING PROFESSIONAL

AND A SMALL AMOUNT OF HOW TO RUN A BUSINESS

WHAT IS CODE SWITCHING?

- the practice of alternating between two or more languages or varieties of language in conversation
 - Examples: Speaking bro talk, valley girl, swearing vs. not, using slang
- Can also refer to body language and attire
 - Examples: Wearing nice clothes to church or an interview vs. wearing sweats to hang out with friends

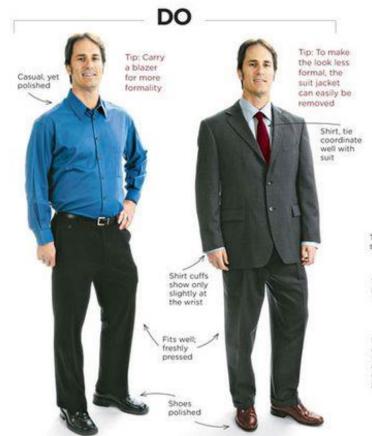
QUESTIONS #2

- What are some things that would be inappropriate to wear to an interview situation?
- What are some guidelines for being in appropriate attire?

INTERVIEW ATTIRE

Interview outfits







MAKE-UP AND JEWELRY

- Keep make-up more conservative
 - Avoid giants eyeliner wings, bright colors and non-traditional lipstick
- Piercings
 - Gauged ears
 - Wear a plug that conceals the piercing
 - Nose piercings are typically ok, know your audience
 - Other facial piercings should be removed or use a temporary clear piece of jewelry
- Tattoos
 - Cover them up with interview attire
 - Think about where you are putting tattoos
- Colored hair
 - Cover with spray or re-dye



HOW TO GREET AN INTERVIEWER

- Walk confidently toward the interviewer or into the interviewer's office.
- Make eye contact with the interviewer to demonstrate your sincerity.
- Grasp the interviewer's hand palm-to-palm. Squeeze his hand firmly, but not so tightly as to cause discomfort.
 Maintain eye contact and smile.
- introduce yourself, followed by a pleasantry. For example, say, "Hello, I'm John Smith. It's a pleasure to meet you."
- Get up and practice!

QUESTIONS #3

- So you have an idea for a business, how do you get started?
- What things will you need to consider?

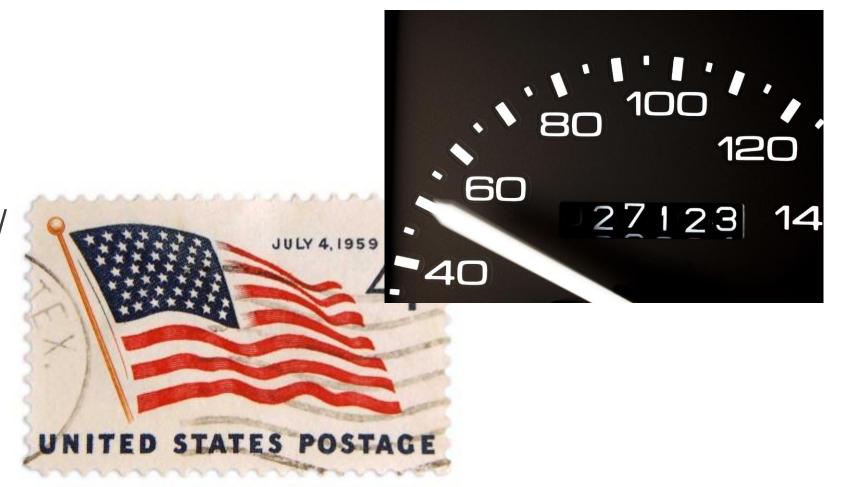
THINGS YOU MAY NEED

- Materials/inventory
 - All the things you will need to make whatever it is you want to sell
 - Special tools
- Work space
 - Can you work from home? Do you need a separate space?

- Advertising
 - Paid advertising
 - Social media advertising
 - Word of mouth
- How will you sell your goods?
 - Website
 - Fairs
 - Word of mouth

OTHER EXPENSES

- Packaging Material
- Postage
- Travel: gas / mileage / car repairs
- Cleaning materials



FINISH WHAT YOU START



- Unsellable inventory
- Wasted time
- Wasted money
- Wasted space
- Finishing what you start will help keep away clutter and unnecessary purchase of materials

PRICING

- Materials + (Time*Hourly Rate) = Price
 - In an ideal world
- Example: Making a scarf
 - Yarn Cost: \$25
 - Time to make scarf: 5 hours
 - Hourly Rate: \$10/per hour
 - = 25 + (5*10) = \$75
- Remember to ask yourself what is a reasonable price, but don't sell yourself short



