

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

DO

Business casual

This interview look would be appropriate for these industries: IT, startups, teaching, entry-level government positions, environmental engineering, aerospace (non-management), architecture, health-care/life-sciences research, social media, advertising/PR and retail.



Business professional

This more formal interview look works for these industries: health-care management and sales, hospital administration, biotechnology, banking, personal financial services, academic administration, hospitality, pharmaceutical sales and aerospace management.



DON'T



Meet the experts

Local career experts Lisa Quast, CEO of Career Woman, Inc., and Josh Warborg, district president of Robert Half International, provided critiques of these outfits.

"Appropriate attire depends on the industry and company in which you will be interviewing, the geographic location and time of year."



"Suits in conservative colors, such as black, gray or navy, paired with light, solid-colored shirts are a safe choice."



PHOTOS COURTESY OF OFFICETEAM

DO



DON'T



PHOTOS COURTESY OF OFFICETEAM

MAKE-UP AND JEWELRY

- Keep make-up more conservative
 - Avoid giant 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

- $\text{Materials} + (\text{Time} * \text{Hourly Rate}) = \text{Price}$
 - 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

