Interview Tips

Remember to smile
Smile when starting your answer/comment, and when concluding (if subject is appropriate). Just a natural smile, nothing overboard.

Moment Of Silence
When finishing your answer, remember to pause for a few seconds, while maintaining eye contact with the interviewer. The ensures that there will be a place to 'cut' during the editing process.

Work Question Back In
When the interviewer asks you a question, incorporate the gist of the question in your reply. This provides context.

Example: "How long have you lived in Illinois?" Correct: "I have lived in Illinois 15 years." Not: "15 yrs."

The reason for restating the question is that viewers will not hear the interviewer asking you the question. Viewers will hear only your response. So they need context to understand your point.

Maintain Eye Contact
Unless told otherwise, maintain eye contact with the interviewer. This is the 'documentary' style we're bringing to the production.

That doesn't mean you can't periodically glance down or to the side. But the more eye contact you can maintain with the interviewer, the more believable you will be.

Slow Down

Slow the pace of your delivery. Everyone gets excited when facing a camera. As a result, they talk faster, making it harder to understand what they're saying.

Take a deep breath, and slow down so that viewers can digest the important points in your message.

Facial Expressions

Expressions are fine, and add authenticity to your comments. When talking in front of the camera, try to use the same facial expressions you would in normal conversation. Depending on how the shot is composed, your regular hand gestures are fine too.

Mistakes Are Fine

Multiple takes are perfectly fine, normal, and expected. Don't worry if you make mistakes. We will continue filming until we get an answer you are comfortable with. The magic of editing will help you appear polished and eloquent in the final product.