

FIRST IMPRESSIONS

How to Answer the Question "What do you do?"

Where is your job/what do you study?

Example: I'm a consultant **or** I'm a philosophy major

What is the stereotype of your job?

Example: e.g., nerds, extroverted, etc

What is a slightly mysterious, funny way to describe your job?

Example: I make coloring books for executives (consultant) **or** I ask questions I already know there is no answer to (philosophy major)

Do you love your job? If so, why?

Example: Yep. I'm a numbers guy so I really like MS Excel and I love seeing how little strategic changes make huge impacts for our clients. Plus I travel a lot.

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If you don't like it, why not?

Example: It's just a job. It doesn't really excite me. I thought I'd get more exposure to the business side of things, but it's mostly just tedium on Excel and PowerPoint.

Why did you start the job?

Example: I want to run my own business one day and I wanted to get as much knowledge of different industries as possible beforehand.

Are you currently moving towards another industry or do you have dreams to do something different one day?

Example: Ever since reading the Four Hour Work Week, I've been planning on starting my own on-line business.

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What is your biggest hobby or passion? Why?

Example: I play the bass and I love music. Being able to make people feel such intense emotions through music is the best feeling in the world.

Okay! Now the goal is to take the elements of your answers above and combine them into a 3-5 sentence answer that shares your values!

If you love your job, start here. You should be able to get by with answers 1-4 and 6, 7 or 8

Example

"What do you do?"

(answer 3*) "I make coloring books for executives."

Haha, oh really?

(answer 1) Yeah, technically I am a consultant. **(answer 2)** It's sounds really nerdy, but it's actually really cool for me. **(answer 4)** I am a huge numbers guy and it is so fascinating to see how these massive companies can make small changes to excel. **(answer 6)** Plus I am looking forward to starting my own small business one day and I think everything I'm learning will be hugely helpful for not screwing it up.

Now, your turn!

"What do you do?"

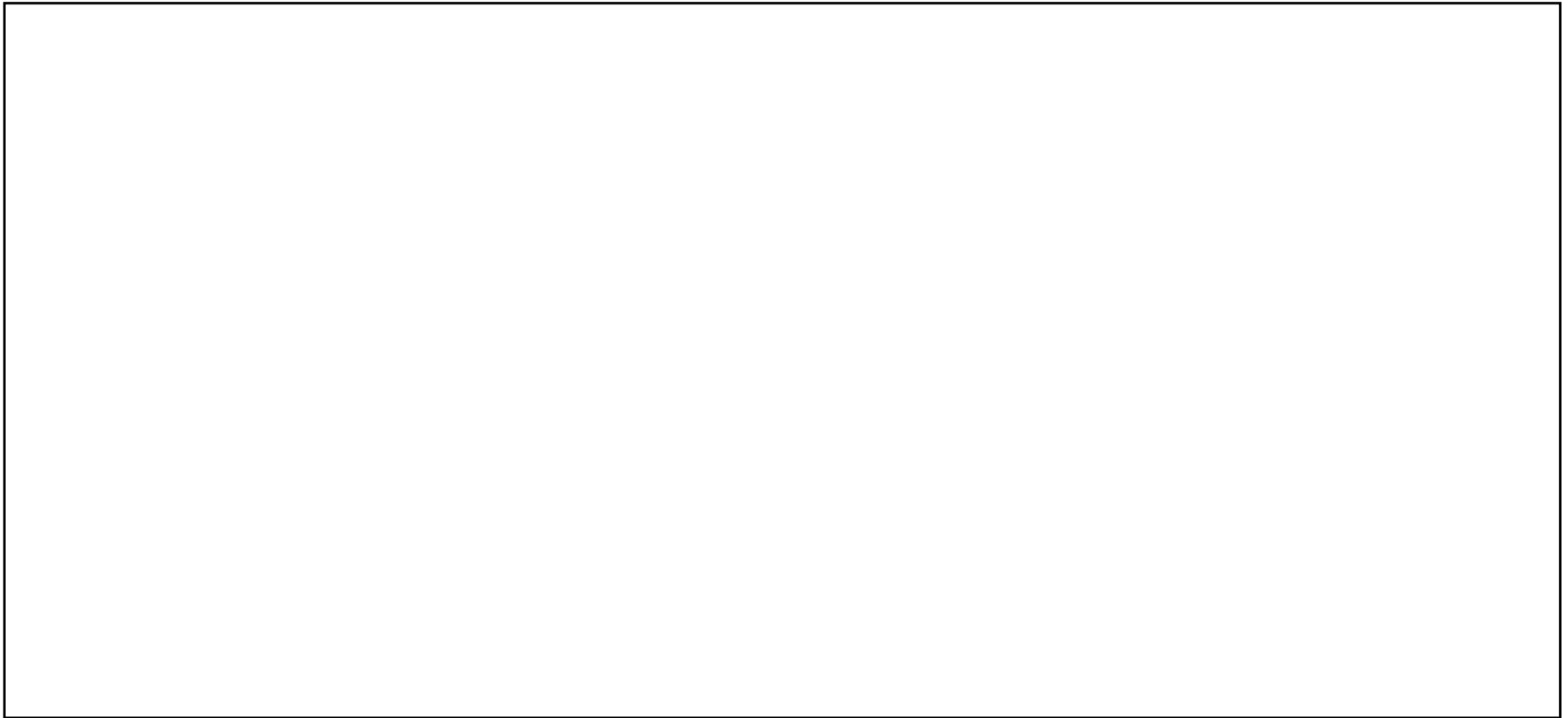
You answer (answer 3*):

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“Haha, oh really?”

You respond (answer 1, 2, 4, and then 6, 7, or 8):



*Certain jobs people tend to ask more about because they are genuinely interested (author, small business owner, doctor, etc.) You know if you have one of these jobs. If you do, you can say the real job title (answer 1) up front.

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**If you don't like your job, start here.
You can use answers 1, 3, 5, 6, 7, and 8.**

Example

"What do you do?"

(answer 3*) "I make coloring books for executives."

Haha, oh really?

(answer 1) Yeah, technically I am a consultant. **(answer 5, optional)** It pays the bills but I am not in love with spending all day on MS Excel. **(answer 8)** What I really love is music. Being able to make people feel such intense emotions through music is the best feeling in the world. **(answer 6, 7)** I am actually working on a side business so I can make music my full time gig.

Now, your turn!

"What do you do?"

You answer (answer 3*):

"Haha, oh really?"

You respond (answer 1, 5-optional, and a combination of 6-8 that ends on a high note)

*Certain jobs people tend to ask more about because they are genuinely interested (author, small business owner, doctor, etc.) You know if you have one of these jobs. If you do, you can say the real job title (answer 1) up front.