

BOBBI BROWN ON TRUSTING YOUR GUT

VOCABULARY

bar mitzvah

chemist

degree

department store

gut feeling

greasy

have no clue

ice breaker

portfolio

protein

yellow pages

I) You are going to watch an interview with Bobbi Brown, a professional makeup artist and the founder and ex-CCO of Bobbi Brown Cosmetics. Discuss these questions before watching.

- 1) Do you think that being a makeup artist is a good job?
- 2) Do you know any makeup artists?
- 3) What are the pros and cons of being a makeup artist?

II) (00.00-01.10) <https://www.youtube.com/watch?v=Zjoc4CC6z3Q>. Watch the first fragment of the video and answer the questions.

- 1) What did Bobbi have for breakfast?
- 2) What is Bobbi's motivation to wake up in the morning?

III) (01.10-07.44) How did Bobbi get in the beauty business? Put the sentences in the right order.

- 1) wanted to drop out from school
- ___ moved to NY
- ___ created her own lipsticks
- ___ met a chemist
- ___ built a portfolio
- ___ worked in Glamour for one day
- ___ started freelancing
- ___ went to Emerson College
- ___ majored in makeup
- ___ started selling lipsticks
- ___ worked as a waitress

IV) (07.44-19.57) Watch the next fragment. Answer the questions.

- 1) Did it feel risky for Bobbi to start a business?
- 2) How much money did she use to start her business?
- 3) What was the most important moment for her career?
- 4) What advice does she give to people who want to start business?
- 5) How does she make sure that her products are distinguishable?
- 6) What does she expect from her future employees?