

Working Girl[©]

A little work goes a long way.



CONGRATULATIONS!

Index

- I. ABOUT ME
- II. INTRODUCTION
- III. ONLINE SERVICES
- IV. REAL-TIME SERVICES
- V. PROJECTS
- VI. COLLECTIVE CLIENT SERVICES
- VIII. COSTS AND FEES

You did it! You took the first step towards the rest of your beautiful life! This was the hardest part and I heartily welcome you to the next, most rewarding stage of your personal growth. Together, we will embark on a journey that will be both challenging and satisfying, once you reach your destination. All you have to do is believe in me and more importantly, believe in yourself. Everything else is in the details. Leave that up to me.

All the good luck to you!

Karishma

About Me

My name is Karishma Gaur. I am a citizen of Delhi. My education includes, but is not limited to, a BA, an MA and an M.Phil. in English Literature and another MA in Film Studies. I have worked as a teacher, trainer, consultant, language editor, content editor, singer and literature professor for a total of seven years now, and I am currently working on my PhD in Film Studies. I have lived in Delhi, Pune, Wisconsin and Chicago (US), Dublin (Ireland) and Mannheim (Germany) and visited many other national and international cities and locations. I started this project (first on paper and later online) in 2010, when I noticed how many women (in Pune, where I was working at the time) wanted me to help them with their personality development. They wanted tips on everything from makeup, hair and shoes to how to make a CV and a good impression in an interview. They wanted to learn English and communication; dress sense and fashion; DIY and tricks to at-home solutions for small parlor needs. I realized that I could help them in a million ways. I also realized that doing this gives me the most happiness and satisfaction, compared to all my jobs combined. Now, I want to do this on a larger scale, for more people, of all genders and ages and I want to do it because I am better at it than anyone that I know.

This is my profession. This is my passion. This is my earnest introduction. Try me.

- Karishma Gaur
The Original Working Girl

Introduction

Working Girl© is a one-stop shop for the everyday needs of a working individual, regardless of age, profession, education or background. The project aims to make professional and modern, urban life easier for someone who does not have the time to do it themselves. From fashion to vocation, domestic bliss to business-ready personality and make-your-own candles to finding good deals on the internet and cloth markets, we have it all. My goal is not just to make you a client for life but to train you to be your customer for life too! In the next few pages, you will find the most interesting and inclusive range of services, information and products, all of which you have always wondered about but never had the time/patience/money/source to go looking in the right direction.

Look no further. Turn the page.

Online Services

My online content is split into various sub-headings, but I will only give you a few here, just to give you an idea of what I can offer through the internet, without any personal interaction.

❖ How-to:

- Write a résumé
- Make a professional profile online (LinkedIn, Facebook, Job portals, Company pages, etc.)
- Dress formal, semi-formal, casual but smart , for everyday work, house party, fancy dinner, dance party and college etc.
- Arrange a dinner/lunch/drinks/brunch at home in a budget
- Buy fabric for stitching, buy glassware, buy bed-linen and bath linen for your home, buy artificial jewelry, buy cosmetics, buy from online sites etc.
- Decorate your home in a budget. (*Also see Real-time Services for more*)
- Prepare for an examination (especially international entrance tests and international English Language Proficiency tests)

Real-Time Services

The highlight of Working Girl ©, this service provides you one-on-one interaction with me. While a lot of the modern working women are comfortable learning from the internet, there are still those who much prefer the personal touch. Also, there are certain things that I would not want to teach you from a distance, and certain other things that I would want to make you do yourself, with my guidance. For all these reasons and more, the real-time service opens a world of much needed direction to you.

❖ DIY

- Basic beauty services: waxing, eyebrow shaping and waxing, quick hair trims and fringe-cutting
- Special occasions: Make-up and hair
- Making your own storage boxes out of old shoe boxes, creating space for everything in your purse, having a better kitchen, organizing your desk
- Keeping track of expenses, keeping track of weight loss/weight gain, keeping track of your professional or personal growth
- Making your own stain removers, wrinkle-free sprays, multi-purpose cream and natural soaps in a few minutes, on a budget

- Making use of old clothes to refashion new ones
- Making use of old clothes to turn them into modern, quirky and kitschy little everyday things for the house
- Make your own simple, two-minute greeting cards (with kids' help)

❖ How-to

- Write a Statement of Purpose for any purpose
- Write a formal invitation, formal resignation, formal request, formal e-mail
- Write a notice, memo, personal note, public announcement
- Write a Thank You note, wedding wishes in a card, birthday wishes in a card, holiday wishes in a card, other content for greeting cards
- Write in cursive, longhand, capitals and in margins
- Make your own labels for kitchen jars, pickle jars, cupboards and shared wardrobes
- Keep your shoes looking good and new for long
- Keep your formal clothes fresh and long-lasting
- Manage all the things you need in one bag, instead of a laptop bag, a lunch bag and a purse
- Keep your personal/academic/professional records in storage and online

- Find the best way to remove makeup
- Find the best way to
- Find the best shape for your eyebrows
- Figure out your best physical asset
- Speak better
- Look better
- Learn better
- Read better
- Write better
- Teach better
- Study better

❖ One Day Rush

- I need a good CV for my interview tomorrow!
- I need a good pair of shoes for a party tomorrow!
- I need the best hairstyle for a wedding tonight!
- I need some tips on how to speak at a seminar tomorrow!
- I need some guidance on how to cook dinner for eight tomorrow!
- I need some help shopping for my cousin's wedding in a week!

- I need help with my son's science project due next week!
 - I need help with my daughter's debate speech next week!
 - I need help with my husband's professional clothes business meets next week!
 - I need help planning my vacation to Kerala next month!
 - I need help booking my flight/hotel/car/trip next month!
 - I need help arranging a big party for my best friend next month!
- ❖ Summer Projects
- Learn to set tables for formal/informal dinners – how to select crockery and utensils, flatware etiquette, napkin folding, table manners, etc.
 - Learn to use your smartphone, Android, Windows, Blackberry and all other variants – Apps, downloading, internet and wi-fi, social networks, chatting, taking good pictures with your phone camera, using accessories for your phone, etc.
 - Learn to read good books, speed reading, digital reading (computer screen adaptability) and reading for pleasure/knowledge with your kids.
 - Learn to plan parties for 30 guests or less – lavish or on budget – for New Year's Eve, Christmas, Halloween, Birthdays, Anniversaries, Deepawali, in-house Engagement parties, etc.
 - Learn to become more confident in everyday situations, like meeting new people, talking to strangers on the phone, dealing with office issues (male interaction, female interaction, lunch hour socializing, office parties, professional events) etc., preparing for new job, new college/school, new course, new neighborhood.

Costs and Fees

- Every new client is charged 500 INR for the first hour and 300 for every additional hour. This fee is for the first time that you wish to meet with me, discuss your case and talk about the kind of services you will need.
- Every tutorial (Real Time Services) is chargeable at 1000 INR and 1500 INR respectively, where the first amount is for tutorials where I do not use any products of my own and the second amount is where I will be using all my products/equipment/samples. You will get to keep the leftover product/samples for everything.
- A project service (summer courses, week-long, month-long and three-month long tutorials) are chargeable as follows:
 - ❖ Individual Services:
 - 3000 INR for a week (five days plus two days follow up in the same month)
 - 10000 INR for any month long tutorial (including 20 days of workshop plus one week of follow up in the coming month + all the product/equipment/materials/samples)
 - 25000 INR for summer courses, three-month tutorials, event planning courses and other long-term projects of all nature (including sixty days of workshop plus one month of follow up + all materials)

- 2000 INR per appointment for house visits for wardrobe, design, interiors, makeup and hair, DIY kitchen and office etc. (The client should provide for materials)
- 2500 INR per appointment (maximum four hours including commute) for every real-time service at a commercial location (shopping mall etc.) with 600 INR for every additional hour (including pick and drop facility for the client)



Group Services:

- Tutorials for a group of four-ten members – 10000 INR (two days)
- Tutorials for a group of three-six members – 8000 INR (two days)
- Tutorials for a group of ten – twenty members – 15000 INR (two days)
- Tutorials for a group of twenty or more – 20000 INR (two days)
- Tutorials for a group of 4+ for a week – 20000 INR (five days)
- Tutorials for a group of 10+ for a week – 30000 INR (five days)
- Tutorials for a group of 20+ for a week – 45000 INR (five days)
- House visits for a group of 4+ (one day) – 5000 INR
- Real Time Shopping Visit for a group of 4+ (one day) – 8000 INR (includes pick and drop for the entire group, limited to +/-6 km)

Conditions:

- All the charges and fees are inclusive of service tax calculated at a standard rate of 10.26% and are non-negotiable. Receipts will be provided.
- All charges and fees are payable in cash, cheque or NEFT bank transfer (subject to clearance)
- All charges and fees are inclusive of a limited time of follow ups (as indicated) and a limited time of phone counseling and online help.
- All charges and fees are non-refundable. Issues with product or samples will be resolved at the discretion of the proprietor and will not guarantee refund. However, in case of issues with quality/packaging, a replacement or full refund will be available in exchange for proof.
- It is the responsibility of the client to inform me of any allergies, intolerance or other medical condition that may affect them before they use/consume any product. Problems arising out of negligence or indiscretion will not be my responsibility.
- All tutorials for language, DIY, How-To and Make-Your-Own include a complete set of stationery, printed material and digital copies of all instructions.
- Under special circumstances, fees can be paid in parts (one-quarters, one-thirds, or halves), but will be recorded on a legal notarized document.
- In case of travel more than 10 km, vehicle/reimbursement will be expected in full.
- In case of a weekend project, accommodation and travel will be expected in full.
- In case of school/college/office training projects, all group discounts will apply.
- In case of long-term commitments with schools/colleges/offices, charges will be ascertained as per the services required, duration of training, materials needed, distances and location, size of group etc. however, the given charges should serve as an indication of the final pricing, with expected decrease in amounts depending on the factors stated above.

To conclude...

This project is for a noble cause, a 'greater good' sort of intention and it is my sincere and heartfelt hope that you will see it that way too. I must charge money because even I need to pay for everything, but I guarantee that when you walk away, you will feel much richer than when you came in. Go on then, give yourself a fighting chance.

I'll be with you through every step of the way. I promise.

My best,
always,
Karishma Gaur



www.workinggirl.in