



**The 'YOU' Brand Academy
Presents:**

STRATEGIES

FOR

ACING

THE

INTERVIEW

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www.theyoubrandacademy.com



Introduction

First, I must say CONGRATULATIONS!!! YOU are taking initiative to prepare for the interview because you either just received the news that the company you applied for wants to interview you OR you are brushing up on your interview skills and waiting on potential prospects because you have not interviewed for a new position in a while. Both scenarios are exciting because you are taking the initiative to polish your brand to make an excellent first impression! Now you're one step closer to landing your next big career opportunity to not only increase your income but your career experiences in skills you have acquired.

Although this news is very exciting, it can be very nerve wrecking too or it can be 'not exciting' at the same time. Especially if you feel like you are a 'deer in headlights' or in that 'sunken place' whenever you are on an interview. As a result you doubt yourself, build anxiety, and do not represent your brand well. IF this sounds like YOU and YOU need help or someone YOU know and want to help the send me a message at info@theyoubrandacademy.com!!!

Trust me, I know all too well how it feels to have a college degree and not be offered the job you want. I also know how it feels to get those rejection letters after interviews. In order to avoid that or minimize the chances of that happening again, I started implementing interview strategies and thoroughly preparing for the interview. This guide will reveal the 7 strategies I used which proved to be very beneficial. How beneficial you ask? Well let's just say I have not received a rejection letter after an interview any more since I have implemented the 7 strategies in this guide!

My hope is that the 7 strategies in this guide will remove YOUR negative interview characteristics and get you on the path to **ACING THE INTERVIEW!**



“*Study your resume!*”

1st Strategy: First things first...study your resume! When going on an interview you should know your resume forwards, backwards, and side to side. This means you should be able to answer any question the interviewer has regarding what is stated on your resume to include, but not limited, to your education, work experience, volunteer activities, etc.

This first step will allow you to confidently answer that infamous question 'Tell me about yourself?'

Please note: It may be necessary to update your resume prior to your interview especially if you have accomplished or done anything relevant that aligns with the position of interest.

“Develop personal ‘on-the-job’ scenarios”

2nd Strategy: After studying your resume and reflecting on your experience acquired from previous jobs or school, develop personal ‘on-the-job’ scenarios. On-the-job scenarios are simply stories that discuss your behavior regarding situations within the workplace or in school.

The best way to craft these scenarios is to apply the S.T.A.R. (Situation Task Action Result) Method—a structured manner of responding to behavioral based questions. Once you have crafted your scenarios review them, commit them to memory and practice articulating them in the mirror or with family/friends.

Crystal's Captivating Tip

It may be best to consider hiring an interview coach that will help you customize your approach to interviewing in today's society and ultimately help you enhance your personal brand.

Have no fear I'm savvy in customizing responses to behavioral based questions. Send me a message at info@theyoubrandacademy.com so we can schedule an interview prep session!

“*Research the company and the position of interest*”

3rd Strategy: Begin your search by going to the company's website or LinkedIn page. Google the company to identify any current events such as new partnerships, acquisitions, new senior leadership, etc. This step will help you craft relevant questions to ask the interviewer. Also, Google information about the position of interest to identify key responsibilities and be sure you are able to articulate how your skill set aligns with the position and why you are the best candidate for the position.

Leveraging your network of people that currently or use to work for the company is another method of researching the company and the position. If you do not know anyone that works for the company, take the initiative to search LinkedIn for people that do currently work for the company and send them a message. This is a method that people rarely use but proves to be beneficial.

Crystal's Captivating Tip

Research is very key and should not be taken lightly. Remember YOU are also conducting an interview because you want to know if you will be an excellent fit for the company. YOU ultimately want to leave an excellent first impression.

“Get to know your interviewers”

4th Strategy: Always ask the company's recruiter for the name of your interviewer(s), a brief background of each interviewer, and the interview style (one-on-one, panel, or group). The recruiter may give you the interviewer's biography too; however, it is a high chance you will not get that. Have no fear you can just conduct your own research. LinkedIn is the best social media tool to use when getting to know your interviewers background such as past jobs, education, volunteer initiatives, and other community or organizational interest.

Remember to leverage your network to see if they may know your interviewer and can provide a few insights on your interviewer's personality style.

The benefit of conducting your own research is to allow you to find a common ground or some similarity with your interviewer.

Crystal's Captivating Tip

As noted in the last captivating tip, YOU are also conducting an interview because you want to know if you will be an excellent fit for the company. This step will help you craft relevant questions to ask during your interview and engage your interviewer.

“Dress to Impress”

5th Strategy: Wearing business professional attire for an interview is a must for all types of interviews unless otherwise noted by the company or your recruiter. Your attire is the first thing the interviewer will see when meeting you.

Unfortunately, by human nature, it is often the interviewers first critique of your personal brand on the day of your interview. Therefore, it is important to wear business professional attire that accentuates your body type and you are professionally polished from head to toe. Make sure your business suit is one of the top 3 sophisticated colors-navy blue, dark grey, or black.

Crystal's Captivating Tip

Business professional attire should not be revealing or fit your body tightly. You want to assure you feel comfortable during your interview and that your interviewer is not distracted your brand appearance.

“Bring the Necessities”

6th Strategy: The top 3 items to bring with you the day of the interview are as follow:

- a. Resumes for each interviewer
- b. Portfolio that contains a notepad with the questions you have developed.
- c. Multiple writing utensils

*Bonus Item: Bring the best YOU ever!!! In order to do this you should do the following:

- Implement/execute the strategies provided thus far. Trust me I would not steer you wrong because I'm rooting for YOU!
- Get a good night rest. You do not want to appear sleepy. Instead you want to appear enthusiastic and energized!
- Eat something prior to the interview. You do not want your stomach growling during the interview...how embarrassing!
- Listen to some inspirational/hype music to you pumped to knock this interview out the park.
- Last but not least because this is the most important part of all...PRAY and BELIEVE in yourself...YOU got this!

Crystal's Captivating Tips

1. Create your own interview survival kit! It's always good to be extra prepared for your interview so you should strongly consider creating an interview survival kit!
An example of an item to include is a lint brush.
2. Map out the location of your interview by using a GPS tool (i.e., Google Maps) in order to reduce the stress or chances of getting lost the day of the interview and be able to arrive on time. (NOTE: Arrive approximately 15-20 minutes early to the interview)

“Follow-Up like a Champ”

7th Strategy: Now that you have successfully completed the interview and wowed the interviewer with the above strategies, YOU should be feeling amazing but it's not over just yet because you must follow-up! In order to do so be sure to ask your interviewer for their business card or contact information. This will allow you to send them a customized thank you email.

In order to craft a customized email to follow-up like a champ you must do the following:

- a. Take good notes of the discussion you and the interviewer had.
- b. Make sure to get all your questions you developed answered from research about the company and your interviewer.
- c. Identify and highlight any key items discussed and include them in your thank you email.

“Good
Luck!”

Now that you have my top 7 **Strategies for Acing the Interview** you should be better prepared to confidently represent yourself in your next interview!

IF YOU NEED HELP EXECUTING THE 7 STRATEGIES within this guide I invite you to work with me to achieve the results YOU want when going on an interview! Especially, if you have not interviewed in a while, or you simply just want to make sure you bring the best YOU possible to every interview YOU have in the future. Remember before you can represent the brand of anybody else's company YOUR brand must be polished!

Please reach out to our team via email at info@theyoubrandacademy.com or call us now at 202-838-6139.

Good Luck and God Bless!!!

Crystal

