



# 14 TIPS TO ACE THAT INTERVIEW

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Make sure you have a resume you love. You should be confident it tells *your* story. Post your resume on LinkedIn. **HR and recruiters use LinkedIn as their primary resource.**

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**Research the Company.** If you're switching over to a digital company, get a sense of the culture and be sure you're a good fit.

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**Research the person** you'll be meeting with. Familiarize yourself with their past job history and recent accomplishments so you're comfortable and relaxed talking to them.



When interviewing online, **do a tech check of yourself ahead of time**. Check lighting (be sure they can clearly see your face), center yourself, be sure you have a strong connection and an uncluttered professional looking background. Eye contact is essential. Don't look down. Watch out for too many hand movements.

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Whether the interview is online or in-person, **be careful not to unintentionally interrupt**. The flow of conversation is critical to the success of the interview.

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**Dress is important**. Not too casual. Show you're taking the interview seriously. No bright white shirts as the reflection can 'wash out' your image on the screen.



Be prepared with **3-4 good questions** specifically about the job and the Company.

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**Be aware of time.** Start out strong and be sure the points you want to make are done early in the interview. Don't save them to the end in case your time is cut short.

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**Send an email thank you note the next day.** Short, but sincere. If more than one person interviews you, send separate emails.

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When asked about salary, your answer should be, **“I’m Open”**. Don’t throw out a number. Let them come to you with an offer.

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**Have your references listed separately.** List 5. List name, phone, email and how you know the person. Don’t list any personal friends—only professional associates. Advise your references they may be contacted.

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If you don’t hear back, don’t get frustrated. **Follow up no more than 3 times.** And space these out over a few weeks. Be positive, not pushy—these things take time.



If you don't get the job, **don't take it personally**. If you didn't get the job, it was never meant for you. Your value does not decrease based on someone else's inability to see your worth.

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If you do get the job, **remember to thank not just the person hiring**, but also the HR person, recruiter or whoever might have referred you in the first place.