

Interview Tip Sheet



Thank you..

for downloading your free Interview Tip Sheet.

Hi, I'm Kara - Founder and CEO of A Platinum Resume & Career Services, LLC.

I am a 4x Certified Professional Resume Writer. My passion is collaborating with executives, professionals, transitioning military members, and military spouses, and crafting professional and modern resumes and career marketing documents. I expertly articulate your value proposition through strategic storytelling. Get interviews - Get Results!



Kara Varner

President/CEO
A Platinum Resume
MAOM, CARW, CPRW,
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*Let's get started,
and know that I am
always here to help!*

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Are you ready?

Let's make sure you are ready
with a short checklist

☐

Professional, modernized resume

☐

Impactful, targeted cover letter

☐

Optimized LinkedIn Profile

☐

Reference Sheet

☐

Thank You Letter

☐

Job Search Strategy / Interview Preparation

3-Step Prep

Before the Interview

Research the company that you are seeking employment from. So many candidates skip this step, feeling that it is unnecessary unless they get a job there. **Wrong!** *Make the effort to make the difference.*

One of the first things that an employer wants to know is “Why should I hire YOU over all the other candidates?”



During the Interview

You are unlikely to get the position unless you can perform well in an interview situation. Know your skills and how you can ‘verbally’ support them with clear, concise examples.



After the Interview

Again, many candidates skip this step. Not a good idea. Especially in today’s hiring environment. Going the extra mile and following up demonstrates to an employer that you will go the extra mile **for them** and follow through on details within your position.



Before the Interview

One of the first things that an employer wants to know is “Why should I hire YOU over all the other candidates?” Hiring decisions are often 65% presentation and 35% skills, knowledge and experience. Presentation includes PREPARATION!

01

Research and know the company that you want to work for:

When was the company formed? What challenges are they currently facing? What is the corporate or working culture there?

02

Company sources for research:

Company website: mission, values, press releases. Google what employees have to say about the company Who are their competitors?

03

Resume Ready: Print out at least 3 -5 copies of your resume, cover letter, reference sheet and any project documents on resume bond paper (white or ivory).

04

Practice your Interview

Etiquette: Firm and steady handshake, comfortable smile, good posture standing AND sitting - and leg placement. Too relaxed of an appearance doesn't read well.

05

Know Your Resume:

Be able to answer questions and back up the information on your resume with stories, facts, and quantifiable data.

06

Career Questions: Be ready to address your career GOALS and keep them in range of the possible *potential* of the position you are interviewing for.

07

Why should I hire you?

Have value added, strong, and example-oriented answers for this question.

08

Professional dress:

Unsure whether your attire is appropriate - call HR and ask for guidance about the company culture/dress. Better to over dress than under dress.

09

How do you want to be perceived?

Write down adjectives that represent how you want the interviewer to see you, i.e. *Hardworking, Goal-oriented, Leader, Dedicated, Focused, and/or Energetic*. Read them out loud before you interview.

10

PRACTICE, PRACTICE, and then PRACTICE some more!

During the Interview

You are VERY unlikely to get the job unless you can perform well in an interview situation.
Know your skills and how you can 'verbally' support them with strong work examples.

01

Arrive at least 10 - 15 minutes early, earlier if you need to stop in the restroom prior to the interview. Arrive with pen, paper, resume, and documents in a neatly organized folder or organizer.

02

Once inside: Wait to be asked to take a seat. Sit closer to the edge of the sofa or chair - do not rest against the back.

03

Inside the Interview: Use the interviewer's last name at all times - or credentials - i.e. Dr. Jones. Always say 'Ms.' when addressing a woman to avoid having to ask for further clarification.

04

Be ready for open-ended questions. Move the conversation in the direction of the adjectives YOU identified as a positive representation of you.

05

Tell me about yourself... A good answer relates your skills, abilities and attributes back to the position you are applying for.

06

Sample answer: "I like to problem-solve and get the job done. While working at company ABC, I was able to restructure the customer service department by reviewing personnel strengths. I created a 3-tier program that increased customer response time 85%. I feel that my experience and solution oriented focus would benefit the position of QA Manager."

07

When addressing a weakness question - be honest, and phrase your response into a learning situation. "When ___ happened, I realized that there was a gap in the process that I had not identified. I quickly implemented ___, which eliminated future incidents. The new process was integrated company-wide."

08

When addressing periods of being out of work (usually a year or more), be sure to indicate how you continued to use your skills or abilities in a volunteering, consulting, or other professional manner, or relay your academic pursuits.

09

Interview the Interviewer - about the company. Be cautious here, and do NOT ask about salary or benefits. It is a good idea to lead in with company knowledge that you have...
"Having read the recent article in Newsweek, I was particularly interested in the footnote about how ABC Company has implemented a new sales approach. How would the Assistant Sales Marketing Manager position be involved in that new strategy? "

10

Time to go: Know the signals that the interviewer is ready to end the interview. They will usually stand, begin to move through the interview faster, and begin to summarize the interview. Firmly shake their hand, thanking them for the interview. Reiterate your desire for the position. State that you enjoyed meeting them and learning more about the company.

After the Interview

Again, many candidates skip this step. Not a good idea. Especially in today's competitive and global hiring environment. Going the extra mile and following up demonstrates to an employer that you will go the extra mile **for them**, and follow up on any details they make ask of you, within your position.

It is professional business etiquette and often will help set you apart from the rest- because so many candidates fail to leave that lasting impression. Should you not be hired for the position you interviewed for, it may help to remind them of you for further hiring decisions they need to make. So how do you professionally follow up?

We have a few tips:

01

Always write a brief note – even if it is by email- to remind the interviewer who you are and to make reference to the content of the discussion you had during the interview. Express that you enjoyed meeting them and appreciate their time.

02

It is more professional to send an actual Thank You note, handwritten or typed within 48 hours after the interview. There are several reasons for this:

1. Keep your name and image in the interviewer's mind for this hire or future hires. (Emails get deleted quickly)
2. Shows that you understand that a personalized touch can make a difference.
3. Relays your appreciation of the time they took to meet with you and possibly consider you for a position at their company.
4. When a future employer has had a good impression of you, a good interview with you and then receives follow up correspondence, a positive outcome is more likely.
5. Speaks to your enthusiasm about the possibility of being selected for the position and working for the company.

03

Should you write a thank you letter if you are NOT selected for the position?

It is always a good idea, as you never know when you may encounter that hiring manager in future employment interactions.

Also, you never know who someone knows, and you may get a future recommendation.

A thank you letter after a non-selection also provides you the opportunity to relay that you would like to be notified if another position arises at the company.

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Powerful Questions

Take a moment to consider and answer these questions:

01. Is my resume **PACKED** with industry-specific language, and crucial keywords that translate well through the Applicant Tracking System?

02. Does my resume emphasize and quantify my achievements to show not only **WHAT** I have done, but also **HOW WELL** I have done it?

03. Does my resume use varied action verbs and **POWERFUL** marketing phrases? Does my resume engage the reader from the outset and maintains interest throughout?

04. Does my resume **CLEARLY** communicate my job target and key strengths I bring to the table within the first few lines of content?

05. Does my resume use an eye-catching, inviting, and original design - not a template. Does my resume use the most effective format, style, and strategy for my experience?



NEXT STEP...

WE HAVE JUST WHAT YOU NEED TO
GET THAT COMPETITIVE EDGE
DURING YOUR NEXT INTERVIEW!



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Don't leave anything to chance -
be fully prepared for your next interview
with our step-by-step

Pre-Interview Worksheet and Checklist



Prepare for
your interview
STRATEGICALLY

Just some of the topics covered in this e-book:

- Step-by-step checklist for company research
- Using Social Media & LinkedIn to Learn More
- Interview Research Outline
- Competitive Analysis
- Your Personal Assessment
- Reference Checklist (how to use it)

ULTIMATE
PRE-INTERVIEW
WORKSHEET &
CHECKLIST
E-BOOK



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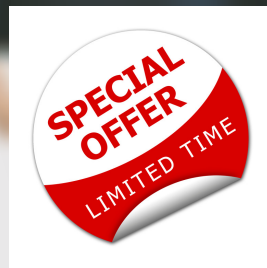
Still not sure you need this -
Imagine that you get the call for the
interview and you think -

I need to prepare...

- Take the **Struggle out** of where to start
- **Master the Art of the Interview** with STRATEGY
No more **guess work** for your interview prep
- **Gain control** of the interview narrative
- Discover your **Value Proposition** by completing
your **Personal Assessment**

Your Worksheet & Checklist will move you through
your prep time effortlessly.

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SLAY your interview!



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