

ACING THE INTERVIEW

“If you'd like to know how to ace your next job interview, so you get the job you want - at the salary you deserve - this could be the most important thing you ever read.”

First, let's talk about some of the mistakes people make during the interview process...

I'm going to show you how to use a simple effective method answering any interview question. This method will help you land the job offer you deserve. Typically there are three main reasons why a job interview goes wrong

1. You can't articulate yourself and communicate exactly why you are the perfect fit for the job
2. You're unprepared so you can't give “the right answer” to tough behavioral interview questions.
3. You're simply too nervous, you can't control your nerves, and you lose control during the interview

The worst part is, if you can't perform while in the interview:

- You fail to get the job you want and truly deserve
- You'll have to start over, spending weeks or months applying to more job openings

Basically you are stuck

But don't worry, I'm about to reveal to you how to ace your next interview so that YOU get the job offer. So, how do you do it?

As I mentioned before one of the biggest challenges people face is in controlling their nerves during the interview process, they get tongue tied and stumble over their words and, as a result they make a negative impression and don't get the offer.

One of the most effective techniques for overcoming this is something that we call “Ask the Expert”. Here’s how it works, for 60 seconds have a friend ask you questions, such as:

- What’s the greatest rock band?
- What’s your favorite color?
- What’s the best bar in town?
- What’s your mom’s name?

Whatever the question, you know the answer. Then take a break and try a second round. Use this game as a warm up a few minutes before walking into the interview.

This technique works so well because it helps you loosen up and shake off some of the nerves before your interview. And it also gets you in the rhythm of easily answering questions, so your answers will roll off of your tongue, rather than getting trapped in your head.

The next issue that many people have is that they’re unprepared and can’t give the “Right Answer” to tough interview questions. No matter what kind of job you’re interviewing for there are really only 20 questions that you must be prepared to answer, and one of the toughest questions is:

“What’s your biggest weakness?”

Almost everybody’s heard this one, but very few know how to answer it correctly, in a way that’ll make an interviewer nod with approval. I receive questions about this question almost every day, so here are some tips on how to do it right.

The **key** is to **recognize that a weakness is the downside of a given strength**. You want to recognize this trait and also clearly indicate how you have taken steps to correct for it.

Here is an example of an answer to this question that does just that:

“I am someone that keeps a busy schedule and enjoys getting a lot done. But at times, it’s hard for me to take a step back and get perspective. I’ve learned that I need to push myself to look around for more efficient solutions and to ensure that I delegate work to others to be as effective as possible.”

If we take a closer look, here's what this answer really says:

Strength: "I am someone that keeps a busy schedule and enjoys getting a lot done"

Weakness: "But at times, it's hard for me to take a step back and get perspective."

Correction: "I've learned that I need to push myself to look around for more efficient solutions and to ensure that I delegate work to others to be as effective as possible."

Here's another example of the answer to the "biggest weakness" question:

"I consider myself to be someone who is creative and imaginative, and enjoy developing new approaches to solve problems, but I've needed to recognize that a new approach may be less effective than the tried and true. I am careful not to always push for the new way and to learn how others have been successful before me."

And again, here is why this answer works so well:

Strength: "I consider myself to be someone who is creative and imaginative, and enjoy developing new approaches to solve problems."

Weakness: "But I've needed to recognize that a new approach may be less effective than the tried and true."

Correction: "I am careful not to always push for the new way and to learn how others have been successful before me."

As you can see with these responses, when you have thought through key answers **ahead of time**, you'll be much better prepared to ace job interviews. In addition if you want to "WOW" your job interviewer and win the job offer, you have to relate your answer to your own personality, experience and the nature of the position.

If you search around the internet you'll find a lot of sites offering "cookie cutter" sample answers to interview questions. A quick word of warning: **Beware of using those types of canned interview responses.**

So, why not? You don't want to sound smooth or too slick, or to sound like a robot, in order to be effective **your answers need to be personal and authentic.** You need feel comfortable saying them.

But the single biggest issue preventing people from winning the jobs they deserve is much more basic.

They can't articulate why they are the perfect fit for the job.

In an ideal world people would be hired solely based on their skills and qualifications for the job.

But that's NOT the reality

If you want to win the job you need to persuade the job interviewer that you are the perfect candidate. So how can you **persuade** the interviewer that you're the best person for the job?

Well the first step is to understand that deep down you **ARE** the perfect candidate, once you do that, you'll have no problem persuading the interviewer too.

To know what makes you the perfect match you have to look inside yourself at your unique profile of motivations, strengths, values and personality traits. This process is called "**Self-Assessment**".

Once you've finished the Self-Assessment process, the next step is to apply that knowledge when answering the dozens of questions you may face in any interview. That way, instead of risking those "cookie cutter" interview answers, you'll have natural answers that you're proud of and as a result you will be 10X more convincing and persuasive in your interview.

There's only one problem, the process of self-assessment is very difficult to do on your own without some outside perspective. One of the reasons people struggle to answer interview questions is because it is difficult for people to "zoom out" and get perspective on themselves. You end up like a fish trying to describe water, since you're always surrounded by it, it becomes difficult to see and even harder to put into words. Yet this self-assessment process is critical for creating compelling personalized interview answers.

So, how do you do it? How do you "zoom out" and get the perspective? Until recently the best way to complete this Self-Assessment process was to hire a **career coach**. However career coaches routinely charge \$1,000-\$3,000 even \$5,000 or more for a series of sessions that often takes weeks or months to complete!

I am not suggesting that you invest thousands of dollars on career coaching. While personalized career coaching is the perfect solution for many people, I realize that most job seekers don't have thousands of dollars to invest in the Self-Assessment process.

Plus, if you've got an interview scheduled a week from now, or tomorrow then you don't want to wait weeks or even days to get the insight and advice that you need to succeed. That is why we have developed a specialized interview training program that allows you to quickly prepare for your interviews, from the comfort and convenience of your own home. Best of all you can have real benefits from this program in as little as one night of preparation, which means that even if you have an interview tomorrow, you can get started and be ready today.

This program is based on the same techniques and process that we use when coaching clients that pay thousands of dollars. We help you prepare for dozens of the most commonly asked interview questions, tailoring personalized answers with you, to questions like:

1. Tell me about yourself?
2. What's your biggest weakness
3. How would you describe your interpersonal skills?
4. Describe your ideal career.
5. How do you handle pressure?
6. In what type of environment do you thrive?
7. How would you describe your leadership style?
8. Why should we hire you?

Again, these aren't cookie cutter answers. You get answers that are custom built for you.