**Building Rapport with Your Potential Employer**

* **Rapport** means a friendly, understanding relationship with good communication.
* Start building rapport from your **first contact** (phone, email, video):
  + Use a **professional, polite, and friendly tone**.
  + Express appreciation for the opportunity.
* During phone screens:
  + Use a **friendly, conversational tone**.
  + Smile while talking to sound warmer.
* In interviews (phone, video, in-person):
  + Greet warmly (e.g., “Hello, nice to meet you”).
  + Make small talk naturally (e.g., ask how their day or weekend was).
  + Make **eye contact** or look into the camera on video calls.
* Prepare and ask thoughtful questions at the end of the interview, such as:
  + “What are the biggest challenges in this role?”
  + “What’s the best part about working here?”
  + “What does a typical day look like?”
  + “What growth opportunities are available?”
* Asking questions shows **engagement, confidence, and interest** in the company.
* Send a **follow-up thank-you email** within a day or two:
  + Thank them for their time.
  + Reference something specific from the interview.
* Building rapport through emails and conversation helps you **stand out as a strong candidate**.