- So tell me about yourself.

- I um....

- So, tell me about yourself.

- Well, I...I like...

- Hmm. So tell me about yourself.

- Can I call a friend?

- You submitted the resume and you waited

and you waited patiently and finally,

you got that phone call, and now you got the interview.

You're sitting across the table

and the hiring manager smiles and asks you the question...

Tell me about yourself.

And you panic. And you don't know what to do.

You don't know what to say. You start to stutter.

And halfway through the conversation you say to yourself,

"Ugh! I blew it! Why did I even say that?!"

You never get a second chance to make a first impression.

Usually that hiring manager makes up his or her mind

in the first three minutes during the interview.

Do you make a good impression?

So today I'm going to share with you

from a CEO perspective, from a hiring manager perspective,

from an employer perspective,

what is the best response to the question

"tell me about yourself."

You see, we have interviewed thousands and thousands

of potential applicants

and I cannot tell you how many times I see people

kind of struggle with this question

but however, there are incidents that we are

very impressed with the response.

This is not theory.

We have taken some of the best replies,

some of the best responses to this question.

I'm going to teach it to you, and by the end of this video

you're going to walk away with the exact formula

exactly what do you need to say and how to say it.

I'm also going to give you a little script, a little template,

so next time when you are asked this question

you know exactly what to say.

And now let me give you a couple keys first.

Key number one.

When the hiring manager is asking you the question

"tell me about yourself"

they are not actually asking about your whole life story.

They're not asking about your parents, your background,

and your dog's name, and what kind of cat do you have.

It is not about that.

So when people hear that question, they think,

"Oh, let me tell you my life story!"

and twenty minutes into it,

you have not talked about anything important.

So, what they're actually asking is

what are you bringing to the table.

So from now on, when you hear the question,

"tell me about yourself"

I want you to make the mental switch.

That equals what value could you bring to the company?

What problems can you solve for the company?

That's what they are asking.

And you shouldn't go on and on and on

about all your background and all of that.

No. Don't do that.

Key number two.

Be yourself, but be your best self.

See, one of the mistakes people make here is

they believe in the interview,

"well, I just want to be myself".

Yes, you want to be yourself,

but you want to be your best self.

You want to be authentic, you don't want to be fake.

But it doesn't mean that you just share everything.

This is the first time you just sitting across the table

from a hiring manager, it's like a date.

Right?

You're just getting to know each other.

This is like a coffee date.

So make sure that you present your best self.

Lead with your strong foot forward.

So when they are asking you the question,

everything you share, any statement that you make,

you always want to tie it back to what's in it for them.

W-I-I-F-M. What's in it for them?

So let me give you an example.

Let's say someone is hiring and you're applying

for a social media manager position.

And the hiring manager is asking you,

"well, so tell me about yourself."

A typical response, someone might say,

"well, you know, I um, I-I-I grew up with social media

and, um, I've used social media for a long long time

my whole life actually.

So I'm very familiar with it.

And just about three years ago, I thought to myself

well, maybe I could actually make a living doing this.

So I started playing around with it, and, um,

take on a couple clients here and there

and I've worked with a couple people,

uh, and then, now, you know,

I'm planning to get married and my fiancé told me,

you know, I should get a stable job.

So here I am, and, I'm looking for a company

that offers good growth potential,

good growth opportunity.

And this place is not too far from my home.

It's good, it's only a ten minute drive."

You see the problem?

Like this, all me me me me me me me me me me me.

It's all about that person,

what they need and all of that stuff.

Bad idea.

Now, how do you feel if you are the hiring manager

when you ask that question, comment below,

if that's the answer that you get.

So, instead of rambling on about that,

about my background and all this stuff, what I want, no.

If you turn it into a benefit, what's in it for them,

what's in it for the hiring manager.

What could you say?

I'm going to give you a simple formula.

Write this down.

Three S. Three S.

First, success.

Now here's a script that you could use.

"I have been blank".

Or, "my background is blank".

So, let me demonstrate.

Let's say it's the same position,

social media manager, that you're applying.

First, success. I have been.

I have been doing social media for the last three years

and I specialize in helping companies

and entrepreneurs growing their Facebook fan page.

And in the last three years alone I have helped

dozens of clients in over ten different industries.

And on average I've been able to help my clients

to really increase their engagement

and grow their fan page by three to five hundred percent

in less than six months.

And that's what I am passionate about.

In fact I have listed some of those clients

that I've worked with on the reference letter.

You see how that works?

You're talking about your success but without bragging.

It's more to demonstrate and showcase your skillset.

What are you good at?

That's that number one, success.

And then, step number two is strength.

And here's the script.

"My strength is" or "my real strength is"

fill in the blank.

My real strength is my ability to truly understand

what your audience wants.

I pride myself on my reputation

to creating engaging and compelling content

that I know your audience loves and wants to share.

That's the second step.

My strength is blank.

Third, situation.

Meaning, how does that apply

to the position that you're applying.

How do you apply your background, your strength

into the new company, the new opportunity.

Situation, "what I am looking for is".

"What I am looking for is", fill in the blank.

What I'm looking for is a company that I could add value to,

that I could produce a positive return on investment for.

Where I could join a strong team.

Is this what ABC company is looking for?

You see? At the end you ask a question.

Whoever asks a question controls the conversation.

So you want to ask a question.

And now the hiring manager will be like

"okay, yeah, I guess that's what I'm looking for",

or "no that's not what we're looking for".

And you got from there.

Just because you are in an interview

it doesn't mean that you don't need to sell.

The next question you might have is well,

Dan, does that mean that I have to

memorize a script of some sort?

And the answer is absolutely yes.

You don't want to go in unprepared.

In fact, you want to write it out, practice it,

rehearse it many many times.

So when you are in front of that potential hiring manager,

you are ready to go.

You need to memorize it and say it many many times

and repeat it many many times

so it comes across very very natural.

The last thing you want is to panic and stutter

and you don't know what to say.

You do not want to do that.

If you find this video useful, comment below.

If you want to equip yourself

with practical business knowledge,

if you want to learn how to communicate with conviction

so you can finally get the respect that you deserve

and attain your goals,

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