Lesson 23 – Preparing for and Getting Interviews

**Questions for Mentor:**

**Stand Out Resume:**

* Tailored to job description and company
* Come up with your story
  + 2 or 3 things interesting about self and tie together
* Include things that the job description mentions and what employees have on linkedin
* Don’t include irrelevant skills like customer service when applying for data science job
* What if I have no experience?
  + Signal that you can do the job anyway
    - Projects
    - Education
    - Competence triggers
* Include a cover letter

**Get Interviews:**

* Getting a job is like getting a sale
* You have to sell why you’re valuable to a company
* When you meet employer, ask questions to understand challenges
* Prepare 3 key selling points

**Cover Letters:**

* Specific salutation, using Mr/Ms where appropriate
* If you don’t know anything specific, use something like “systems engineer hiring manager” or “account executive search committee”
* Have a killer opening line
  + Start with passion, love of the company, attribute/accomplishment, humor or creativity
* Go beyond resume with the body
* Highlight the right experiences
* Showcase skills if the experience isn’t great
* Education not as important
* Don’t apologize for missing experience
  + “I’m excited to translate my experience in [what you’ve done in the past] to a position that’s more [what you’re hoping to do next].”
* Include numbers
* Consider testimonials but don’t overdo it
* Write in the right tone
  + Don’t have to be too formal
  + Write in the company’s “voice”
    - Demonstrate understanding of the environment and culture of company
  + Go easy on the enthusiasm
  + Don’t let your fear of bragging get in the way
* Final words/edits
  + Don’t go over one page
    - Most ~250 words
  + Use last sentences to emphasize enthusiasm but not over the top
* Edit!!!
  + Reread and make changes a couple hours or a day later