



# INTERVIEW PREP AND HOW TO MARKET YOURSELF

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# Agenda

- Research the Company
- Understand the Role
- Practice Common Interview Questions
- Highlight Your Achievements
- Enhance Resume and Portfolios



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# Research the Company

## What are the advantages?

**Demonstrates your interest:** Conducting thorough research shows your potential internship employer that you're genuinely interested in the startup and the role you're applying for. It can leave a positive impression and make you stand out as a motivated candidate.

**Tailoring your responses:** Understanding the startup's culture, values, and goals allows you to tailor your responses to align with what the company is looking for in an ideal candidate. You can emphasize how your skills and experience align with their needs.

**Competitive Edge:** When you can express why you're a great fit for the company based on your research, you set yourself apart from other interns who may not have done their homework.

**Company-specific examples:** Your research can help you prepare examples from your own experiences that directly relate to the company's needs and challenges. This can make your responses more relevant and compelling.

**Confidence Boost:** Knowing about the company's history, recent news, and industry trends can boost your confidence during the interview. You'll be better prepared to discuss how you can contribute to the company's success.



# Understand the Role

**Review the Internship Role Description:** Start by carefully reading the job description provided by the startup (if any). Pay close attention to the responsibilities and requirements listed. This will provide valuable insights into what the company is looking for in an intern.

**Prepare Questions:** Develop a list of questions you have about the role, the company, and the industry. Prepare questions that demonstrate your genuine interest in the position and your commitment to success and the success of the startup.

**Understand the Startup's Goals:** Familiarize yourself with the startup's short-term and long-term goals. This knowledge will allow you to discuss how your contributions could help the company achieve its objectives.

**Identify Your Unique Selling Points:** Determine what makes you a good choice as an intern. It could be a specific achievement, a unique skill, or a combination of experiences. Highlight these as part of your self-marketing strategy.



# Practice Common Interview Questions



**Practice your body language and maintain eye contact:** Practicing your body language before an interview is essential because it can significantly impact the impression you make, the effectiveness of your communication, and your overall performance. It's a valuable component of interview preparation that can help you present yourself in the best possible light.

**Write down and review your responses to each question:** Taking the time to write down your responses forces you to think through your answers and prepare in advance. This helps you articulate your thoughts more clearly and confidently during the interview.

**Use a mirror, record yourself, or practice with a friend or family member to get feedback on your responses:** Practicing in front of a mirror or with a trusted person can help boost your confidence. The more you practice and receive constructive feedback, the more comfortable and self-assured you'll become in the actual interview.

**Eliminating nervous habits:** By practicing, you can identify and work on nervous habits or tics that may distract from your communication during the interview.

# Highlight Your Achievements

**Demonstrates your qualifications:** By showcasing your achievements, you provide solid evidence of your abilities, skills, and experience. This helps the interviewer see that you are well-qualified for the position and can contribute effectively to the organization.

**Provides conversation points:** Interviewers often use your achievements as a starting point for further questions. This can help guide the interview and give you opportunities to expand on your skills, experiences, and qualifications.

**Shows that you've prepared:** Highlighting your achievements demonstrates that you've done your homework and are well-prepared for the interview. It sends a message to the interviewer that you take the opportunity seriously and have a genuine interest in the position.

**Reinforces your brand:** Your achievements help shape your brand as a professional. They create a narrative of success and competence, which can leave a lasting impression on the interviewer.

When highlighting your achievements, it's essential to do so humbly and factually. Use the STAR method (Situation, Task, Action, Result) to structure your responses and provide context for your accomplishments. Be sure to focus on the achievements most relevant to the job you're interviewing for, and always be prepared to discuss them in more detail if the interviewer asks for additional information.



# Enhance Resume and Portfolios

**Conversation Starter:** Your resume and portfolio can serve as conversation starters during the interview. Interviewers may ask you to elaborate on specific points from your resume or discuss projects from your portfolio. This allows you to showcase your skills and experiences in more detail.

**Professionalism:** A well-crafted resume and portfolio reflect your professionalism and dedication to the internship. Startup founders and other key members value candidates who take the time to present themselves in the best possible light.

**Organized Presentation:** An enhanced resume and portfolio are typically more organized and easier for interviewers to review. This can make the interview process smoother and more efficient.

**Documentation of Achievements:** Your resume and portfolio serve as documentation of your achievements, which can be especially important in fields that require a strong track record or specific qualifications.

Enhancing your resume and portfolio before an interview is crucial because it helps you make a positive first impression, aligns your skillset with the internship, boosts your confidence, and provides a professional and organized presentation of your skills and experiences, ultimately increasing your chances of securing the internship.

# Discussion Questions

- What are some strategies for answering behavioral interview questions?
- What are some tips for handling difficult or unexpected interview questions?
- How can candidates effectively showcase their skills and experiences during an interview?

# QUESTIONS?

