# TELL ME RBOUT YOURSELF

How To Answer The First Interview Question



# Once upon a time...

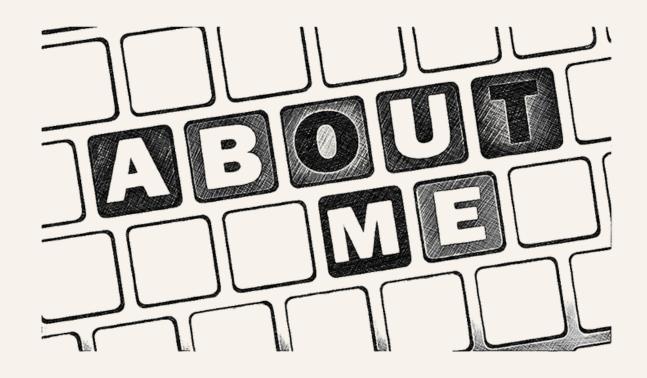
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# **Most People Think**

When a hiring manager asks, "Tell me about yourself," most people think:

"Tell me your life story."

And they begin at the very beginning.



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# Managers Want To Know

The hiring manager is actually asking:

- What makes you stand out?
- What value can you create?
- What problems can you solve?

In essence:

"What do you bring to the table?"



### formula

## The Two-Minute Pitch

Share enough to help the hiring manager see your best side.

### The Formula:

- Your Most Relevant Results
- Your Biggest Strength
- Your One Ask



### **Your Most Relevant Results**

### Here is the template:

I have been... your role and how long.

I specialize in... your specialty.

In the last X years, ... most recent projects.

Recently, I've ... most recent outcome.

This helped ... how it helped the company.

This is what I am passionate about.

I also have a list of projects I've worked on.

### example

I have been a software developer for the past 10 years. I specialize in building front-end applications in React and AngularJS.

In the last three years, I have worked on 3 large applications that served 50,000 users daily.

**Recently, I've** reduced the loading times by 50% for the checkout process for the Kibbles and Bits online pet store.

**This helped** increase revenue by 10% in the last three months.

This is what I am passionate about.
I also have a list of projects I've worked on.

# Your Biggest Strength

Describe the one strength that is relevant to the job description.

Here's the template:

My main strength is... your biggest strength.

I like to... what do you like to do that is above expectations.

### example

My main strength is my ability to understand the inner workings of the frontend software frameworks.

I like to keep my code simple and easy to understand so that future engineers can quickly pick up where I leave off.

# 3

### **Your One Ask**

Describe what you are looking for in a team and the company.

Here's the template:

I am looking for... describe your ideal team environment and values.

(Optional)

Does this sound like a good fit for this role?

### example

I am looking for a company where I can add value to the software development process and join a high performing culture of software engineers.

Does this sound like a good fit for this role?



## Memorize Your Answer

Prepare the answer to this question ahead of time. Memorize it.

## This is your:

- Elevator pitch
- Unique selling proposition
- "Why should I care" speech

I have been in the digital marketing industry for 10 years. I specialize in digital marketing for small real estate agencies.

For the last two years, I have worked with Jon Smith Realty Inc. in Denver, running monthly digital marketing campaigns and coordinating all social media activities.

**Recently, I** created and managed a digital marketing campaign targeting local residents. The campaign generated 500+ new leads and had a 10% conversion rate.

**This helped** our company double the number of clients we serve and increased the number of our houses on the market by 30%.

This is what I am passionate about. I also have a list of other projects I've worked on in the past 5 years.

My main strength is creating content and running marketing campaigns on LinkedIn.

I like to combine my interest in copywriting to produce eye-catching LinkedIn posts that draw in readers and convert them to followers.

I am looking for a team that values a get-it-done attitude and embraces continuous learning and improvement.

Does this sound like a good fit for this role?

I have been interested in civil aviation since I was a little kid. I am especially curious about how planes are built and what makes them fly.

For the last four years, I've studied mechanical engineering at the University of Oxford. I took several aviation engineering courses to pursue my passion.

**Recently, I** volunteered at the local airport, helping aircraft mechanics service light aircraft: Cessnas and Pipers. I was tasked with helping document aircraft issues and lending a hand during routine maintenance tasks.

My work helped reduce the time mechanics spent completing paperwork, allowing them to focus on ensuring the aircraft were airworthy.

### This is what I am passionate about.

My main strengths are my attention to detail and my desire to learn how aircraft fly. I like to read about aircraft history and learn as much as I can about the internals of aircraft engines.

I am looking to join a company where I can further my education in the field and help keep the fleet in airworthy condition.



### Thank You

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— TERRY DANYLAK