



Presents

THE PERSONAL MARKETING PLAN

Prepare Management





Hello Prepare, you received a score of 13% on how to Prepare for a successful interview. This means that your knowledge in preparing for a successful interview is poor. Because there is no room for error when it comes to preparing for an interview, I would like to suggest the following:

From your hard copy, go through the questions again and manually write down your answers. Be sure to cover the options because they also contain the answers. Once you do that, then you can compare them to your original score.

Next, I suggest that you read each answer thoroughly and implement those areas that you are lacking in your current preparation aspect of interviewing. Preparing is the most difficult part of the interviewing process. Don't give up you are almost there. I know you can do it, so good luck!

As you will find out in the program, one of the most important aspects of preparing for an interview is to communicate who you are and what you know to a potential employer. To do this well, you must know who you **really** are. So be sure to check out Impression Management's Personal Strategy Report.

Visit our website at www.imirc.com to learn more about this and other e-coaching tools to help you gain and maintain the competitive edge in the job market. Also, be sure to send us any questions that we might not have answered for you in this program to InterviewMAX@imirc.com. We will try to post the answer on our website and try to add it to our next version of this program.



1 Which is the most important of the three steps in developing a Personal Marketing Plan?

- A. Preparing (prepare).
- B. Packaging yourself (package).
- C. Mastering your personal delivery styles (deliver).
- D. All of the above.



Right answer—**A**

Your answer—**A**

Keep going, so far so good.

The purpose of creating your Personal Marketing Plan is to help you organize and to stay focused on your desired career path. As in any project, preparation is key! For example, when painting a room there is much preparation that needs to be done before painting can begin. If the preparation is complete, the task can be done easily with little or no mistakes.

The same is true for an interview. If you are well prepared, an interview can be successfully completed with ease.

Proper preparation can also save you money. If you cut your job search by just one week, imagine how much money you could save. Instead of searching for a job with no income you would be drawing a salary instead. Imagine if you cut your job search by three weeks, think of the money you could be saving. It short, it pays to plan!

To get started I suggest developing your own **Personal Marketing Plan Workbook**. Purchase a large 3-ring binder and tab dividers. Label three of the tabs (your main headings) as follows: **prepare, package, deliver**. Everything you create from this point on will be filed alphabetically within one of these categories.

I advise always keeping a hard copy of your calendar, contact database and any other important information. Many of my clients have shared horror stories of computer crashes just prior to scheduled interviews, and this is an effective way to prepare for such an event.

Keep the calendar in front of the book where it is quickly accessible, so that you have no delays in scheduling your interviews.



28 When conducting a telephone interview, it is better to sit than to stand during the interview.

- A. True.
- B. False.



Right answer—**B**
Your answer—**A**
No pain, No Gain.

In a telephone interview, it is best to stand rather than to sit. Research has shown that when you want to be more creative, lay down, but if you want to be more decisive, stand.

Your purpose of participating in a telephone interview is to get a face-to-face interview. The purpose for the company is to weed you out or to place you in the running as a candidate for the open position.

When conducting a telephone interview, dress as you would for a face-to-face interview. This will help you project confidence in your tone.

Always answer your phone with a clear, non-rushed voice. Because the person calling cannot see what you look like, what you are wearing or observe your body language, your voice becomes your only initial point of communication. Make it work for you.

To accomplish this, do not answer the phone in an excited, high-pitched voice. Instead, use a lower-pitch that comes natural to you and speak slowly and clearly. Enunciate your words well by opening your mouth a bit more, as an opera singer does when they perform.

You want to be in control when you answer the telephone. Prior to a phone appointment do a short breathing exercise. If you find yourself having to rushing to the phone, stop at the phone, take a deep breath and calmly say hello.

A note on breathing techniques: most people take a deep breath pulling their stomach in with air. This is incorrect. Take a deep breath filling your stomach with air. This way when you begin to speak your voice will have the air behind the words, giving you a more competent sound.

When answering the phone, pick it up after the 2nd ring after you have removed all background noises such as the radio, children, pets, or television. And when you answer the phone be sure to bring the receiver to your mouth and ears before you begin to speak. Otherwise you can sound rushed or harried.

Answer you telephone by saying good morning (afternoon or evening), and announce your first name. The interviewer should then announce their name and their company. Your response should have a tone of acknowledgment of the person and company as if you were expecting their call. If they ask how you are, reply with "I am doing well (not good!), it is nice to hear from you."

Follow the interviewer's lead as to the direction of the conversation letting the interviewer do most of the talking. You will get a chance to speak more freely when they ask you if you have any questions. This is also an indication that the interview is coming to an end.

Answer factually. Don't make small talk and deviate form the conversation or questions being asked.



47 When practicing how to deliver your responses to questions, which voice quality should you not pay attention to?

- A. How loud or soft I speak.
- B. Do I speak too fast or too slow.
- C. Do I enunciate words well.
- D. I should use monotone voice patterns to give energy and life to my words.



Right answer—D

Your answer—A

Almost, but not close enough.

Practice your anticipated questions in three different formats. First, use a tape recorder to hear the qualities of your voice. Do you speak too loud or too soft? Is the sound of your voice too high or too low? Do you enunciate your words correctly? Does your voice have more of a monotone sound, meaning that you begin speaking at one level and keep it at that level throughout the complete sentence? This will bore an interviewer, killing your chances of being a high-ranked candidate.

You must sound enthusiastic about the job! And although you might very well be, your tone of voice could say the opposite. This perception of "lack of enthusiasm" could cost you the job.

Your conversation dialogue should have energy and life, which is only accomplished at a nice, consistent speed. Enunciating your words correctly gives them energy. You can accomplish this by raising your voice just a bit at certain words. For example, read the following phrase with no excitement in a monotone voice.

I really am excited about the opportunity to work on a project like this.

Now read the sentence where you would like to emphasize a point. For example, you might want to emphasize the word excited. Highlight that word and when you read the sentence, give that word more energy by raising your voice just a bit. Don't go overboard, or you may seem canned and unnatural.

I really am **excited** about the opportunity to work on a project like this.

If you would like to emphasize the word opportunity, you could then use the same technique on the word opportunity. See the difference? If you type your responses and determine where you would like to create excitement and energy, highlight that word and practice giving your responses new life!

Second, videotape yourself to see if your body language supports your voice, tone and words. You might decide that using a hand gesture while accentuating the word with your voice is a bit too much. Practicing will help you determine which is more appropriate.

And third, role-play with a friend. This will give you a more "realistic" view of how an interview might be.