

## How to Answer It:

### Tell me about yourself.

The best way to answer this is to break it down into three parts:

#### Part 1: Who are you professionally?

Describe where you are in your career. You could mention how many years of experience you have in your field, what degrees you have or are working to obtain, and what types of functions you regularly perform on a job.

**Example:** “I’ve been working as a graphic designer at a boutique agency for over four years. I’m proficient in Photoshop and InDesign, which I use to design everything from print advertisements to logos.”

#### Part 2: What makes you great at what you do?

After you explained who you are professionally, highlight one of your skills and use it to demonstrate that you are amazing at what you do. Mention one of your main strengths and make sure it is important to the role. Drive your point home by highlighting a real-life example of how your strength makes you great at what you do.

**Example:** “In my time doing this, I have discovered that I’m a great communicator. I ask the right questions to understand my client’s wants and needs so I can turn around and give them exactly what they envision. Knowing what the client wants right off the bat allows me to work fast. Clients often praise me for creating exactly what they wanted in very little time.”

#### Part 3: What do you want?

Now, tie in what you want out of your career. Make sure to show that this job relates to your goal.

**Example:** “Now, I’m looking for bigger challenges, and I want to work for a mid-sized agency with well-established clients. This is why your position is very appealing to me.”

### What are your strengths?

Have three strengths prepared. You don’t necessarily need to highlight all three in your answer, but you may be asked to name several. When talking about your strengths, you do not want to list a bunch of generic traits you think the interviewer wants to hear. Answering this question effectively is less about the particular strengths you choose and more about you being able to convince the interviewer you have the right skills for the job. To do this, you want to go into detail about how your strengths make you successful at what you do. To convince the interviewer of your abilities, use an example of an experience where your strengths came in handy. For example, you could talk about how your attention to detail prevented a problem that could have caused a huge disaster. Have at least one experience to back up each strength that you wish to touch on.

### What are your weaknesses?

Recognize a legitimate weakness and show you are taking steps to improve yourself.

Employers understand that no employee is perfect, and they want to hear a relevant weakness. Responses like, “I’m a perfectionist” or “I work too hard” are non-answers that hiring managers hear all the time, and they are not going to help you.

With this question, employers do not focus on the weakness you choose. Instead, they want to know what steps you are taking to improve yourself.



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## Why are you looking for a new job?

Show that you want to grow professionally. This could mean you want to develop your skills further, pick up new responsibilities, or advance to a senior position. Be as specific as you can about what you are after.

Though there may be things you hate about your current job, never use a negative as a reason for wanting a new job. Focus on the fact that you want to improve.

## Why should I hire you?

Before the interview, research the company and the job posting to determine what the company's needs are. Next, think about the qualities that you have that will be beneficial in addressing those problems. Have two or three bullet points, which you could use to prove that you are an excellent choice for the job. Things you could highlight include training, unique skills, or amount of time in the industry.

Be as specific as possible with your answer. Interviewers are numb to broad statements. They hear things like, "I'm a hard worker" all the time. You will be a much more enticing candidate if you spell out how you can help the company in a specific way. If possible, use past experiences with quantifiable success to prove your point.

**Example:** "I have over six years of project management experience and a history of making floundering teams more productive. In my last three positions, I surpassed all of the company's productivity goals. I move fast and make results happen quickly. I know how much this company values efficiency, and that's why I am excited to get your budding projects running optimally in no time."



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