talk ABOUT talk

Preparing for Your Job Interview Checklist

*Show up **prepared**. Communicate with **clarity**. Leave with **no regrets.***

BEFORE THE INTERVIEW

1. Do your research

- [ ] Know the **industry**: trends, challenges, opportunities
- [ ] Research the **company**: strategy, products, competitors, language
- [ ] Understand the **role**: What do they really need?
- [ ] Look up the **interviewer**(s) (e.g., LinkedIn, background, role)
- [ ] Define your **salary** range (based on research and your unique skills)

2. Clarify your personal brand

- [ ] Identify your strengths
  - [ ] Baseline skills (required)
  - [ ] 2-3 Unique strengths (differentiators)
- [ ] Prepare stories/anecdotes that demonstrate each strength

3. Build your "story toolkit"

- [ ] Prepare 5–6 STAR stories (Situation, Task, Action, Result)
- [ ] Focus on impact:, how you helped make money, save money or solve a problem
- [ ] Draft your "Tell me about yourself" (3-part structure): Present, Past, Future
- [ ] Prepare answers for:
  - [ ] "Why should we hire you?"
  - [ ] "What are your weaknesses?"
  - [ ] Your most dreaded question

4. Prepare your positioning and close

- [ ] Prepare 2–3 questions to ask them
- [ ] Draft your closing statement:
  - [ ] Reinforce your 3 strengths
  - [ ] Express enthusiasm

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DURING THE INTERVIEW

5. Manage your mindset and presence

- [ ] Review your 3 strengths immediately before
- [ ] Use a confidence mantra, positive self-talk
- [ ] Show confident body language:
  - [ ] eye contact
  - [ ] expansive posture
  - [ ] slow, deep breathing
- [ ] Eliminate apologetic or weak language

6. Communicate clearly and strategically

- [ ] Lead with the headline, then elaborate
- [ ] Be precise, not evasive ("happy to elaborate")
- [ ] Use S.T.A.R. stories to demonstrate impact
- [ ] Keep answers focused and relevant

7. Build rapport and engagement

- [ ] Smile, listen actively, nod, mirror
- [ ] Let them talk (engagement builds likability)
- [ ] Ask thoughtful, specific questions

8. Demonstrate enthusiasm

- [ ] Show energy in your words and your tone
- [ ] Be visibly interested: physically engaged body language

9. Close strong

- [ ] Clearly restate your 3 strengths
- [ ] Express genuine enthusiasm for the role

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AFTER THE INTERVIEW

10. Follow up immediately

- [ ] Send a concise thank-you email
  - [ ] Reiforce your enthusiasm
  - [ ] Reinforce your key strengths
- [ ] Add anything you forgot to mention

11. If you don't get the role

- [ ] Always ask for feedback
  - [ ] Were your strengths clearly articulated?
  - [ ] Was it a skill issue? Fit issue? Communication issue? Something else?
  - [ ] Any open ended feedback? Feedback is a gift!
- [ ] Apply insights to your next interview

FINAL REMINDERS

- [ ] Focus on **frameworks, not scripts**
- [ ] Your goal: **clarity + confidence + enthusiasm**
- [ ] Success = showing up prepared and communicating your value authentically. No matter the outcome, you have **no regrets**

Overwhelmed with Preparation for Your Next Job Interview?

Get step-by-step guidance with Talk About Talk's **Preparing for Job Interviews Online Course.**

With 6 chapters, 12 videos, and a comprehensive workbook, you'll have a complete playbook plus on-demand coaching from Dr. Andrea Wojnicki.

Click HERE to learn more

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