

**Learn the secrets to nailing every interview you go on!**

# **5 Killer Strategies to Ace Your Interview**

- Build instant rapport with the interviewer with this one technique**
- How body language can get you the job**
- Effectively communicate your skills in less than 2 minutes!**

**A \$17.95 Value!**

by Robert Lawrence

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## **Introduction**

Congratulations on downloading your free report, "*5 Killer Strategies to Ace Your Interview*"! You have taken the first step to gaining the killer interview strategies needed to set yourself apart from the crowd.

I have spent the past 10 years interviewing job applicants for multiple Fortune 500 companies. Through the years, I've seen it all...what works and more importantly, what doesn't. In the pages ahead, I share five of the best strategies you can use to rise above your competition and ace your job interview.

Acting your job interview isn't difficult at all, if you know the right things to do. The reason why many people don't do well at their job interviews is not because they are stupid or lack experience, but because they don't understand the proper way to handle their interview.

I hope you enjoy the strategies in this e-book and that they help you achieve great interview success!

To Your Success,

Robert Lawrence

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## **Understanding The Current Job Market**

Today's current job market is very competitive. You need to understand the climate of the job market in your respective country, region, city, etc.

I will use the U.S. job market as an example. The U.S. unemployment rate is the highest it has been since 2005. And with an impending recession, companies are slowing down their hiring practices. As you can see, jobs are becoming scarce.

Many economists are predicting that a recession will hit the U.S. in the near future. The last time the U.S. economy took a hit was during the early to mid 2000's, as a result of the dot.com chaos, the September 11 terrorist attacks, and numerous corporate accounting scandals.

**As of February 2008, the U.S. unemployment rate is 4.8%. This is the highest since December 2005**

The impact of those events resulted in high unemployment rates, which only began to decrease during the past couple of years. But now with another recession on the brink, mainly due to the home mortgage crisis, the unemployment rate is dangerously creeping back up.

What does this mean to you and all others looking for jobs? It means that competition to secure jobs is high, and only poised to become higher. You need to sharpen your skills to gain an advantage over the other jobseekers out there.

How do you set yourself apart from other qualified individuals?

**Your interview skills will set you apart from the crowd**

It's all about your interview skills.

Two candidates may have the same skill set and job experience, which means that the interview process will decide who gets the job. Do you want to be the one who gets the job?

## **5 Killer Strategies to Ace Your Interview**

### **1. Build Rapport**

I cannot stress enough how important building rapport is to the interview process. Remember that you are most likely meeting the interviewer for the first time. The interviewer knows nothing about

you, and how you act in the interview will shape his/her impression of you.

When going on an interview, you should always greet your interviewer with a firm handshake. Nothing says confidence more than a strong handshake done with conviction. A simple thing like a firm handshake says so much about one's self, and goes a long way in building rapport.

There is also a direct relationship to confidence and a nice, firm handshake. However, I'm not saying that everyone who give a good handshake is super-confident. What I AM saying is that most candidates who provided a firm handshake go on to show a confident personality throughout the interview.

**"A confident handshake is not just an act, it is a state of mind"**

## **2. Eye Contact**

In American culture, eye contact is seen as a sign of confidence and high self-esteem. This holds especially true when interviewing.

Just as a firm handshake builds rapport and communicates confidence, so does eye contact. Eye contact is one of the strongest forms of nonverbal communication. And when done properly, eye contact will signal strength and confidence to the interviewer.

Take this example. Have you ever been in a fight? I have. And I won the fight...without ever throwing a punch! Do you know how? I simply stood up, looked the guy straight in the eye and said, "Do we have a problem here?" Without saying much else, the guy sat down and the "fight" was over.

Now, don't go around trying to pick fights to test this theory. But a brawl was avoided because he felt my confidence and conviction through my direct eye contact. I have a guess that if I stood up and said the same exact words without strong eye contact, I would be telling you a very different story. Do you now understand the power of eye contact?

**TIP: Making eye contact when shaking hands communicates confidence and makes a great first impression**

### 3. Be Familiar With the Company and the Industry

Walking into an interview with proper knowledge of the company and its industry will score points with the interviewer. Other candidates may have the same job experience as you, but you can set yourself apart by demonstrating your knowledge of current events of the company and its industry. And one of the best ways to implement this knowledge is by asking questions during the interview.

**Do your homework on the company and its industry before your interview**

By asking questions, it will serve two purposes. First, it will show the interviewer that you have done your homework and are truly interested in the company. Second, it will give you insight into the company to determine if you want to work there.

Visit the company's website for any news or press releases that it has sent out recently. Maybe the company has come out with new technology. Or maybe it has experienced a change in Senior Management. If so, you might ask how this will impact the company during your interview.

**Be sure to ask questions in your interview. It adds dimension to your character**

Knowing what is going on in the industry is also important. What happens on an industry-wide level will most likely have an impact on the company you are interviewing with. Are you interviewing with a company in the housing or mortgage industry, which is experiencing a severe downturn in business? If so, you want to know how the company will be impacted.

I remember interviewing one candidate who asked questions during the interview. She asked about things such as company culture, hours of work, and how challenging the position was.

By asking me these questions, it showed that she knew what she was looking for in a job. She was curious about the company culture to see if she would fit in with the other personalities. And by asking about how challenging the particular position was, it demonstrated her desire to learn and progress professionally.

#### **4. Body Language**

Proper body language communicates confidence and high self-esteem. Do you know someone who can light up a room by simply walking in? If so, it's probably due to the person's body language.

During an interview, the interviewer is looking for any way to get better insight into who you are. Besides what you actually say, the other main factor that makes an impression on an interviewer is your body language.

I remember interviewing two candidates for an open position. They had similar resumes, so the decision came down to the interview. Boy, these candidates could not be any more different. One candidate sat there with slouched shoulders and a sunken look on her face. The other candidate spoke eloquently while sticking his chest out and having a pleasant demeanor. Seeing these two candidates in person made the hiring decision very easy.

**Positive body language conveys confidence and high self-esteem**

## 5. Communicating Your Skills

The most important part of any interview is properly communicating your skills to the interviewer. Sure, your job experience may be on your resume, but that's just a piece of paper. Companies hire *people*, not resumes.

Knowing this, you need to articulately communicate your skills to the interviewer...all in the span of about 30 minutes. (This is how long a typical interview lasts)

**So how do you properly communicate your skills to the interviewer?**

With companies putting a clamp on additional hiring, the current job market is getting more and more competitive. You need to set yourself apart from the crowd. In today's market, your interview skills are more important than ever. Companies are going to be more picky on who they hire.

***You have to give companies a reason to hire you.***

If you really want to learn how to interview the "right way," you'll want to check out my complete interviewing system called, "[Killer Interview Secrets](#)." Killer Interview Secrets is a complete, comprehensive job interview system that provides proven interview strategies that will teach you how to nail every single one of your interviews and help you get a job in no time!

***Here are only some topics my system covers:***

- How to fully **demonstrate a key skill in under 2 minutes**...and convince the interviewer you are the most qualified for the job
- Use this one technique to **bring your resume** to life and leave a lasting impression on the interviewer
- Learn the **7 vital characteristics every employer is looking for** in each candidate...and how to be all of them!
- **Master these 11 foundation interview questions** and never get caught speechless in any interview
- Understand what employers are *actually* looking for in their job description listings
- Use this one tip to **turn the scariest interviewer into your best friend**
- How to land a job that **the public does not know** about
- And much, much more!

To get your copy of Killer Interview Secrets today, please visit:

<http://www.KillerInterviewSecrets.com>