

The Magic Interview Strategy

The Best Interview Advice I've Ever Received ... and How to Use It to Give You an Advantage

In this guide, you will learn the essence of the best interview advice I've ever received¹. When used effectively, it turns the interview process upside down to your advantage. This successful approach is based on a very simple premise that I'll share by asking you a question:



Who knows your talents, skills and abilities better than anyone?

- a) The company hiring you
- b) You

What is the correct answer? You do. You know what you are capable of better than the company hiring you.

Yet, the typical way most people approach the job search process is to let the prospective employer conduct the interview and decide if you are a good fit for the job or not. This approach puts you at a disadvantage, especially a psychological one.

The way to turn this around is for you to create a list of questions designed to help YOU figure out whether or not the job is a good fit for YOU. The first step is to determine what criteria you are looking for in a job in terms of the skills you want to contribute, the schedule you are willing to work, the pay and benefits you expect to receive, etc. Then, turn these into questions to ask *the person you are interviewing*.

Did you catch that? I said, "... *the person YOU are interviewing*." In other words, you are going to be conducting the interview! Yes, of course, they will ask you questions as well (and you want to be sure your answers are well-rehearsed and congruent). But it's vitally important for you to see this as an opportunity for YOU to find out if the job is a good fit for YOU. This is how you turn the interview process upside down to your advantage.

In addition to the list of questions you want to ask the person you are interviewing, there are two killer interview questions that are *essential* to ask:

¹ With appreciation to Dr. Kembleton Wiggins, my teacher and mentor.

Killer Interview Question #1: *What kind of employee will make your job easy?* This question helps you identify the characteristics most important to the interviewer.

Killer Interview Question #2: *Imagine it is one year from now and you are completely satisfied with the job I've done in this position. What has happened that has made you feel so satisfied?* This question helps you identify exactly what it will take to be successful on the job, the specific results that are expected in order to know you are successful.

I recommend you make these two questions the first questions you ask because the answers will help you determine what it will take to be successful at a particular job. PLUS, the answers will make it easier for you to tailor your responses to the interviewer's questions based on what's important to him/her.

Tip: After the person gives you the first answer to either killer interview question, thank them and ask: "And what else?" And keep asking, "What else?" "Is there anything else you want to add?" at least 5-7 times so you can really learn the most important criteria to be successful in the job. Typically, the most important criteria won't be the first ones mentioned, so it's important to keep asking. This is no time to be shy or hold back if you really want to understand what it will take to be successful in your new job.

Tip: If you really, really want to know what it will take to be successful on the job, you must listen carefully to the answers to the above questions and follow up to ask for more specifics. For example, if the person says you must be a "team player" to be successful, you may think you know what they mean but the reality is, you don't. You know what "team player" means to you, but you likely don't know what it means to the person you are interviewing. In other words, everyone has a different definition in their subconscious of what it means to be a "team player." If you don't find out the definition from the other person, you may take the job and think you are being a "team player" only to find out at your performance review you have not done so according to their definition.

How do you find out their definition? In the case of "team player," an excellent way to do so is to ask this question: *If I'm in this job and behaving like a team player, what am I doing that lets you know I'm being successful as a team player?* In other words, you want to find out the specific behaviors and actions that meet the other person's definition of "team player." This is really the best way to uncover what will be required to be successful in the job. You'll want to do this with each of the most important

criteria they mention. If you are interviewing multiple people, follow this process with each of them as they will likely emphasize different aspects of the job.

BONUS Tip: During your interview, I recommend you take the time to write down the answers to all these questions. The information will be incredibly valuable to you in your follow-up communication with each person you interviewed.

Here are two additional killer interview questions that will set you apart from every other job candidate:

Killer Interview Question #3: *I'm curious, in the role of _____ (name the position), what would you need to see in a candidate that would cause you to hire them on the spot?* This question is a slight variation on the previous two killer interview questions. It will provide some additional information which can help you get complete clarity about what the interviewer considers most important. PLUS, it plants the seed for the possibility of you being hired on the spot. (More on this shortly.)

Killer Interview Question #4: *What question do you need to ask me that will cause you to know that I am the best person for the job?* This question not only helps you uncover additional questions the interviewer may have for you, but it also plants the seed in his/her mind that you are the best person for the job.

What's the point to all of this?

First, simply using this approach will set you apart in the minds of most employers. It conveys a sense of seriousness and interest in the job that is not typical. The hiring decision-maker will notice.

Second, now that you know what success on the job really means, you have the opportunity, if you want the job, to help the hiring decision-maker see more clearly how you meet the criteria. You can quickly refer to each of the most important criteria they mentioned (which you wrote down) and share examples of evidence from your experience that clearly demonstrate how you meet the criteria. You are essentially doing the same thing you did with *The Magic Cover Letter* process except now you are able to be even clearer since you know the exact values, criteria and behaviors they believe will create success on the job.

Third, this creates an opening for you to ask for the job at the end of your interview if you want it. If you know you meet the criteria, *based on your own assessment*, and have described in even more detail

the evidence showing how you do, you can then say with confidence, *“Since I can do everything you’ve just described, when can I start?”*

Fourth, whether you receive a job offer on the spot or not, you can use what you learned about their criteria in your post-interview communication to continue to emphasize how your skills and experiences match. This gives you a powerful way to continue to connect with the hiring decision-maker(s) at a subconscious level and gives you an edge over other applicants who did not ask the same questions.

Fifth, you also now have a very clear roadmap for your first 100 days on the job or 6 months or 12 months. You already know in quite a bit of depth exactly what you must accomplish to be successful. This enables you to show up at your first day of work with a clear direction.

TAKE ACTION NOW:

- 1) Write out and memorize the four Killer Interview Questions above and practice asking them out loud so it feels completely comfortable and natural to you.
- 2) Write down the list of specific criteria you are looking for in a job and any additional questions you want to ask during your interview to help you determine if the company meets your criteria.
- 3) Plan what you will take to your interview, so you can write down the answers.
- 4) Practice asking this question: *Since I can do everything you’ve just described, when can I start?”*
- 5) If you would like to BOOST your interview CONFIDENCE and move through the steps of the “better job found” process faster than you ever thought possible, [apply to work with me.](#)