



StudentLife
Network

Nailing the Interview

**Quick Guides for Busy
Student Job Hunters**

by Student Life Network

Contents

What Will You Get Out of This Book? [3](#)

Who We Are [4](#)

Foreword [5](#)

Essential Help [9](#)

The Guide

The Art of Small Talk [10](#)

How to Stand Out in Your Interview [22](#)

Dos and Don'ts From an HR Recruiter [31](#)

The Rest

Afterword [43](#)

Did you find the book helpful? [46](#)

Friends [47](#)

Resources [49](#)

More Interview Books [50](#)



What Will You Get Out of This Book?

A job interview is about determining if you're a good fit for an organization. We'll show you how to nail it by:

1. Developing rapport with your interviewer.
2. Positioning yourself as a leader and critical thinker.
3. Letting you in on interview Dos and Don'ts from a seasoned HR recruiter.



We're Student Life Network

We're a resource hub for all things school. We help you improve your grades, find the right school, reduce your debt, and line up your dream job.

Our team is comprised of people who've successfully made the journey from high school through post-secondary all the way to their dream jobs. How? With the very tips and tricks that we hook you up with every day, including those listed in this ebook.

The editor of this particular ebook is Chris D'Alessandro. After two diplomas (one in marketing, one in writing) it was still a massive struggle for him to land a job he loved. With this book, he's paying it forward to help you (yes, you) land a job that you love.

Hope this helps!

[@StudentLifeNet](#)

contact@studentlifenetwork.com

Here's the deal, I suck at job interviews.

I'm not being modest. Before landing my current role, I performed about as well in job interviews as a middle-schooler trying to operate a race car.

I'd seen it done well in the movies, but for the most part, I found myself frantically trying not to crash by pushing whatever buttons I could. Desperately winging it as I held on for dear life. I never trained for it, and I didn't feel "in the know" when it came to how to properly operate what was in front of me.

Most job interviews felt like being interrogated by the police, except my crime was not being a responsible adult member of society.

In every situation, even (and sometimes especially) if I did want the job, I always felt completely and utterly unqualified and under-equipped for the position I was applying for.

I'd come in, half-embarrassed by my ramshackle resume of odd jobs and answer questions I never knew the answers to with a Trumpian word-salad-fury of strung together nonsense. And then I'd go home and hope beyond hope that a hiring manager would find it in their heart to pay me a full-time salary.

The most frustrating thing? I had five years of post-secondary education under my belt, and I still had no clue how to get and perform well in a job interview.

The good news?

I did eventually land a full-time job at a place I love. But truth be told, [I didn't do well in that job interview, either.](#)

Why I put this book together.

After getting hired, part of me wanted to “pay-it-forward” by helping others get full-time positions they loved. The other part of me had a chip on my shoulder and wanted to know why it had taken me so damn long to get a “real” job.

For whatever reason, after a few months of settling into my new role, I set out to understand why students and new grads are having such a hard time getting hired.

We dug in and did some research at Student Life Network. We surveyed thousands of students nationwide and found that 54 per cent of students are flat out afraid of job interviews, and 53 per cent were worried about being rejected. Forty-nine per cent felt they were unqualified for jobs in their field.

So basically, half of all students feel the way I felt.

It means I’m not alone. And neither are you. Not by a long shot.

That’s why we decided to put this ebook together. To help a silent majority of students who feel like they’re unable to make the leap from school to gainful employment in the real world.

This book is for you if:

- You're tired of blasting out dozens of resumes into the void.
- You're only getting the occasional job interview at a place you don't quite want to work for.
- You bomb every interview you find yourself in.

You'll hear from experts and other young professionals who were, at one point, where you are now, and who have some valuable experience to share.

This book is not me, as an expert, preaching from the pulpit about job interviews. It is a distillation of insights from a variety of experts in the field.

Essential Help

I couldn't have put this book together without the essential help and work of Dana Iskoldski, Chris Ackroyd, Ryan Bolton, Sarah Cavan, Drew Dudley (creator of [Day One Direct](#) a leadership program with insights from fortune 500 companies), Seana Dwyer, Hamza Khan, Lauren Marinigh, Perry Monaco (as well as all the fine folks at LinkedIn Canada), Bailey Parnell (her company [SkillsCamp](#) is full of great resources for hungry, young job hunters) and Stephen Sills.

And you, too.

Yes, you, reading this right now.

DANA ISKOLDSKI

gets an especially big shout out. She did a ton of research and single-handedly wrote entire sections of this book. To say she was instrumental in its completion and attention to detail would be an understatement. She also did way better in her job interview than I did, for the record.

The Art of Small Talk

(AKA Building Rapport)

Truth Bomb: There's more to an interview than how you answer the questions you're asked.

A lot more. [Bailey Parnell](#), CEO of [SkillsCamp](#) (a company that teaches soft skills), maintains that why someone gets a job has little to do with technical skills.

So much of it is if the people meeting you can see themselves working with you over the next few years and not hate their lives in the process.



BAILEY PARNELL 
[@BaileyParnell](#)



SKILLSCAMP.CO 

SkillsCamp is a school
for soft skills.

This is called rapport.

rap·port

ra'pôr, rə'pôr

noun

A close and harmonious relationship in which the people or groups concerned understand each other's feelings or ideas and communicate well.

We can't tell you exactly how to do that (the process is different for every set of people). The best we can offer is a few guiding principles you can follow to figure it out for yourself.

But first...

The biggest, baddest lie you must stop believing.

Repeat after me: "Getting people to like me is not the most important part of the interview."

Think of your favourite coffee maker. Will your best friend love it as much as you do? Will your history prof? Probably not. They're each going to have different, but equally perfect, coffee makers for themselves.

The same goes for working relationships. You're not going to be *every* company's cup of ~~tea~~ coffee, and not *every* company will be yours.

For example:

- Maybe you're a hungry go-getter, but the company is chill and nobody believes in working past 5:30 pm. It happens.
- Maybe you really value honesty, but it's clear from the interview that the company will be as dishonest as it has to be to sell product. It happens.

"If you go into interviews with the goal of just getting people to like you, you'll find it really easy to bend your values and preferences to match that of the company," says [Chris Ackroyd](#), a communications manager at the NHL. He emphasizes the importance of finding cultural and social "fit" within organizations.

The point of an interview is to see if it's going to work out between *both* you and the company. It's not to prove you're the prettiest show pony.

It is absolutely not about showing "you'll do anything as long as they hire you."



CHRIS ACKROYD 
@Acky16

This fact is difficult to swallow when you need a job, like, yesterday. But patience is a virtue, and being happy in a role should take priority over dumping your roommates and retail job.

Rules for building rapport.

For simplicity, let's call it starting a friendly relationship with someone new. That's all this really is, anyway.

The truth is, you don't need us to tell you how to do it, because you've already done it before. You already know what to do.

Just think back to the last time you met a friend of a friend. You've heard good things about them before, and they've likely heard good things about you, too. You both now have a mutual intention that goes something like "ok, they seem cool, now I want to get to know what they're all about." Not because your friend is holding a gun to your head about it, but because they suggested you might get along pretty well.

That's exactly how you should think about the people you're about to meet in your interview. It's why we've called it "making career friends".

EDITOR'S NOTE

This makes book one, *Land the Interview*, all the more critical. When you build your network and your personal brand, you begin to find and define a community of like-minded individuals that you fit into. When it comes to working together, opposites do not attract.



**LANDING THE
INTERVIEW** 
by Student Life Network

"MAKING FRIENDS"

This is totally Chris Ackroyd's thing. But he said we can use it.

Above everything else, *act like a future career friend, not a salesperson.*

Beyond that, here are some solid tips for good rapport:

#1: Know you're important.

It shouldn't matter whether the person sitting opposite you is a manager or the CEO of the company. That's irrelevant.

What matters is they're a person with a business problem you can help solve. You matter just as much as they do.

As Chris Ackroyd (who meets some pretty famous people through his work at the NHL), explains, if you're asking for autographs and treating people as if they're *holier than thou*, they're going to see you as inferior.

People (at least, the ones you want to work for) want to work with peers and colleagues—their equals. Nobody you want to work for wants to work with a human puppy. Trust us on that.

So, if you want people to treat you like you're on the same level as them, treat yourself as such.

Plus, it's really easy to smell when a person is desperate to be liked, which not only hurts your attractiveness as a candidate, but if you are chosen, you won't be as highly valued (AKA paid).

#2: Be interested in the details.

Ackroyd likes to say, "pick out moments where people gloss over reality." Then, don't let them do that (in the nicest way possible).

Think about the people you feel best around. They're probably not the people you're on conversational and mental autopilot with all the time. They make you think. Help you process problems. They care enough to ask what you really mean.

Be like that.

Often, in conversation with someone new, people automatically gloss over details because they don't want to get too deep into issues. Be the person who says, "Wait a second, let's go back to [this thing you mentioned that I don't deeply understand yet]." Ask, "so what does this problem really look like for you?"

If you pay attention, you'll intuitively see opportunities where you can say, "Well, wait, what do

you mean by that exactly?” or “what does that actually look like?” when you’re told about a problem. Or a potential solution. Or a desire.

More examples of details that tend to get glossed over:

- If the job description says you’ll be writing blog posts, ask what the strategy is. Some companies keep up blogs to improve their search rankings, while others use blog posts as key pieces of content their sales team can use to educate new customers about what they do. Others still just don’t know quite why they write blogs in the first place.
- Ask the hiring person what their goals or deliverables for the year are, and try brainstorming together how you can help them knock those out of the park given what you know.

Also, try asking what it is about their job the other person likes, why they’ve stayed at the company, how they got involved, and more about them in general. You aren’t being hired by just a boss, but by a person as well.

Everybody’s got a story they’d love to tell.

#3: Don't fill in the wrong blanks.

It's all well and good to be aware of when you're potentially offending somebody. Or boring somebody.

But when you interpret every little thing someone does as a strike against you (maybe they were five minutes late to the interview, or they're not looking at you as much as you think they should be), you'll psych yourself out.

It's just not useful, past a certain point, to think people are out to get you, or that you might be doing something wrong. Assume the person on the other side of the table wants to get to know you with the best of intentions.

Trust us—people only interview people they want to hire.

(Think back to the last time you thought someone was out to get you—you probably got defensive and nervous, and that's not a good look on anyone.)

#4: Take the time to read people, and be patient.

Take a bit of your brain energy in that meeting and devote it to reading the person across the table from you.

Your interview might be fast-paced. The two (or three, or four) of you might talk at the speed of light, finish sentences for one another, and bounce ideas and questions back and forth every two seconds.

Or, it might be the most laid-back conversation you ever had, where you both take your time, finish your own sentences without interruption, etc.

Take cues from your new career friend and emulate. People like people they can communicate with in a familiar-to-them way.

#5: Open yourself up.

Tell yourself, “let’s go with the flow, see what happens.” Stop feeling like the conversation must go to a certain place by a certain time and in a certain tone. Humans aren’t predictable robots, and the way to get along with them is just to let it happen the way it happens.

PRO TIP

Your interviewer may have an entire list of questions for you, or they may have none at all. We’ve seen both situations. Our friend Sarah Cavan (former HR recruiter for Vice, Red Academy, and HERB) suggests looking to see if the interviewer has a clipboard with questions.



SARAH CAVAN 
[@sccavan](#)

Thinking like this will allow you to ease up and let you become more collaborative in figuring out how the conversation should best play out.

It'll also help your body language.

Opening up means you don't sit hunched into yourself, trying to take up as little space as possible. It'll mean you can get comfortable, while still being respectful (obviously don't put your feet up on the table).

With some people that'll mean leaning in slightly, keeping your back straight, hands on the table. With others, and your intuition will help you figure this out, it'll mean leaning back and into your chair, knees relaxed, and an arm over the back of the chair.

Confidence is key. Cockiness is not. There's a difference.

Bonus: Have a couple of tricks in your back pocket.

You know what's cool? Interviewing someone and having them teach you something new.

If someone is interviewing you to take care of their social media accounts, blow their mind by letting them know Twitter just extended its max

character count for a tweet. Or tell them about a completely new platform where their target audience spends time on.

Or, if they were interviewing you for a position at a research lab that studies diseases in the human eye, it'd be cool to hear about a completely new and relevant discovery.

Whatever it is, know your stuff. Be an expert. Don't be a know-it-all, but by all means throw in a fun fact here and there if appropriate.

Highlights:

1. The point of the interview is not to get people to like you.
 - It's about finding the right fit for both you and the company.
 - Stop trying to sell yourself and make a friend.
2. Respect everyone in an interview as your equal.
 - Nobody wants to hire a starstruck puppy.
3. Be interested in the details.
 - Dig deeper and ask your interviewers to elaborate.
 - Read the room and match your interviewer's energy level.
4. Relax. Be open and as much of yourself as you politely can be.
5. Have things to talk about, especially as they pertain to your industry.

How to Stand Out in Your Interview

Let's get one thing straight: If you're sitting in an interview, across from your potential future coworkers, they've already decided you are qualified for the job.

Hopefully, by now, you know just how important rapport and fit are when it comes to getting hired.

But, here's the thing:

Your competition—your real competition, the people interviewing against you—are also qualified for the position.

And frankly, they might also be perfectly amicable people who get on with your interviewers like gangbusters.

How do you stand out from the pack?

In school, they told you the way to stand out was to achieve more. Better grades, getting involved with clubs and activities.

However, the people interviewing you aren't looking for a list of numbers and accomplishments. Employers are less concerned about what you've done and more about who you've become as a result.

They're looking for a mind at work. They're looking for people who will go above and beyond the job description, and grow within the organization.

They're looking for leaders.

[Drew Dudley](#) is a keynote speaker, as well as the founder of [Day One Leadership](#). He's spent a lot of time teaching the power of leadership and how those qualities can make you stand out in a job interview.

Here are Drew's tips, in his own words, on how to sound like just what your HR recruiter is looking for.

Show them you make decisions differently.

Every single person who goes through an interview will talk about the decisions they've made. Very few talk about the process they use to make them. If you want to set yourself apart, talk about your criteria for making decisions, not the decisions themselves.

Interviewers ask about your past because they want to get a sense of what kind of decisions you've made. What they're really looking for is an indication of what kind of decisions you're going to make in the future.

Do you want to blow them away? Don't make them extrapolate your decision-making criteria: straight up tell them what it is.



DREW DUDLEY 
[@DayOneDrew](#)



DREWDUDLEY.COM 

Drew Dudley is the Founder
& Chief Catalyst of Day One
Leadership, and has spent the
last 15 years helping individuals
and organizations increase
their leadership capacity.

Of course, you first have to figure that out for yourself! If you're like most people, the primary criteria you've used for making decisions up to this point is simple: "which option will avoid the most negative consequences?" Leaders, however, engage in a much different (and sometimes much more difficult) decision-making process.

Leaders engage in values-based decision making.

Leaders embody specific values. They define what they mean, and then they use their values as criteria for making decisions.

Unfortunately, the vast majority of people have no idea what their core values actually are. So ask yourself, "if someone followed me around for 30 days without me knowing, and then were asked what three values I hold most dear, what do I hope they'd say?"

Every time you have to make a decision, you look at the options available to you, hold each one up to your list of values, and ask, "Which one of these options is most consistent with this list of values?"

I'll be straight with you—often, the option that's most consistent with your values absolutely

sucks. It's not the one that allows you to look good, avoid consequences, keep the money, stay in the job, or remain in the relationship. It is, however, the option you will be happiest you chose five years from now.

Values-based decision making brings with it more consequences. It also brings with it profoundly more respect. People may not always like the decisions you make with this process, but if you're consistent with the criteria you use to make decisions in your life, they will respect you for it.

This can't just be an interview trick—you have to start living this approach right now. Then when you interview, when everyone else is talking about the decisions they've made in the past, you can talk about the process you're going to use to make decisions for their company in the future.

Demonstrate your focus on collective results.

While an interview is generally all about you as an individual, what your interviewers are doing is evaluating how well you will work as part of a collective. As such, utilize two tactics to highlight the fact that empowering the collective is a fundamental part of the way you think.

When you talk about your accomplishments...

Use the pronoun “we” instead of “I” whenever possible, and reference the contributions of those who worked with you every chance you get. You founded and were the president of an organization that raised thousands of dollars for charity? Awesome. That’s probably on your resume. They can see that, so don’t mention it. It’s more impressive to be the president, founder or an executive member and never mention that when you talk about what the collective accomplished.

Recognize they’re assuming everyone they are interviewing is smart and driven...

So any time you spend trying to show them your intelligence and drive is time wasted. Imagine

everyone they're interviewing is a cereal box to them: they know they're going to get cereal no matter what, so your job in the interview is to show them that you also come with an awesome bonus prize: a focus on making the people around you smarter and more effective.

Have S.E.X. in every answer.

I once heard some great speaking advice: any time you make a point, imagine someone sitting in the front row and bellowing, "Why do I caaaare?" It helps you recognize that what people really want to know is how you're going to impact their life and their company. As such, make sure that you have S.E.X. in every answer you give: **s**tatement, **e**xample, **e**xplanation.

- **S**tatement: "I utilize values-based decision making."
- **E**xample: "I turned down my last job offer because of the company's track record on gender equity."
- **e**Xplanation: "You'll be adding someone to your team who is committed to doing what's right, rather than what's easiest or personally advantageous. That type of behaviour tends to

STEAL THIS LINE

"Obviously I plan on being a high-performer, but my goal isn't to outperform all the people around me. My goal is to make sure that everyone who works with me outperforms everyone who doesn't work with me. I feel like that approach will be more valuable to you."

lead to happier customers and higher quality work.”

Make a point, give a specific example, and tell them why it matters to *them*. You do most of the talking in an interview, but never forget that ultimately (for them) it’s all about their organization.

Highlights:

1. Stand out from your competition by positioning yourself as a leader.
2. Showcase how you make decisions differently.
 - Make decisions based on your values.
3. Position yourself as a team player.
 - Use “we” instead of “I” as much as possible.
 - Plan on elevating the people around you, instead of yourself.
4. Have S.E.X. in every answer
 - **S**tatement.
 - **E**xample.
 - **E**xplanation.

Dos and Don'ts From an HR Recruiter

Consider this your interview cheat sheet.

[Sarah Cavan](#) worked as an HR recruiter for Vice Media. Yeah, that Vice Media. She's seen a lot of hungry, young candidates come through the door. She's read hundreds of resumes from young people trying to score a gig at the hottest youth-focused company around.

After Vice, Sarah moved on to [Red Academy](#), where she worked as a personal and professional development coach—basically helping young professionals, including students, skill up and get ready to enter their careers.

We asked her to break down aspects that will make candidates stand out, but also mistakes



SARAH CAVAN 
[@sccavan](#)



REDACADEMY.COM 

Tech needs more talent,
more innovation, and more
inclusivity. We decided to do
something about it.

that will be instant deal breakers for prospective employers.

This is your list of interview *dos* and *don'ts*, straight from an HR recruiter.

[Listen to a full, free podcast interview with Sarah Cavan.](#)

Dos.

Before the interview.

Do: Have a clean, simple resume.

Keep your resume clean and concise. Make it very clear what you want, what you can do. Make it so recruiters can get a quick and easy understanding of you.

And have it down to one page. “I don’t need pages explaining where you worked when you were in grade 6. I don’t care,” says Sarah.

“It’s great that you had those jobs. But it’s not going to help you in getting a real job after graduation.”

SARAH'S TIP

Don't always reach out to the most senior-ranking person. A Director of HR will be busy. But if you reach out to a manager or coordinator, you're more likely to reach them. They may be be more junior, but they still have an in. Same with your department. There's probably a manager on the team you can reach out to and say, “Hi, I've applied for this role, and would love to learn more about the company and what internal culture is like.” You don't need an in right from the person making the hiring decision.

Do: Follow up to applications digitally.

After applying, reach out to a recruiter via email or LinkedIn. It shows that you go the extra mile.

Do: Know the company.

Use [LinkedIn](#) or [Glassdoor](#). Sometimes Google Reviews has reviews about companies. Know what the company is about. Arm yourself with information so that an employer can see you're a great fit for the company culture and values.

During the interview.

Know your "Why."

Recruiters want to know who you are as a person. They want to know who you are in real life.

What is your "Why"?

Why do you want to do *that job*? At the end of the day, recruiters want to know that you give a shit about what you're getting into and that you're going to have passion for the job.

If you go into an interview and a recruiter asks you, "What's your interest in working here?" Don't just talk about the role. Talk about the



[LINKEDIN.COM](#) 

The world's largest professional network with more than 546 million users in more than 200 countries and territories worldwide.



[GLASSDOOR.CA](#) 

Glassdoor holds a growing database of millions of company reviews, CEO approval ratings, salary reports, interview reviews and questions, benefits reviews, office photos and more.

company. Why do you want to work for *that company*? (see above)

You can talk about the company's values, what they believe in, what their product is—how you align with that.

Your “why” might not be the actual work you do, but your personal values should align with the company values. It’s more than just the role. It’s a fit.

Do: Ask about culture and communication.

- What’s the company culture like?
- What do you do for fun as a team?
- How does the team communicate?
- Do you use applications like [Slack](#)?
- Do you have stand-up meetings?
Team huddles? Town Halls?

This is a good opportunity to show that you’re going to communicate, that you’re organized, and that you’re ready to be a team player. You’ll also get a sense of how people work within the organization.



SLACK 

Slack creates alignment and shared understanding across your team, making you more productive, less stressed, and just a little bit happier.

Are you completely alone and isolated where you're expected to do work? Or do you have a daily one-on-one with your manager? These are all things worth investigating.

After the interview.

Do: Ask what your next steps are.

Let's say you're one of two really great candidates in a recruiter's eyes. You're both qualified, you both seemed really cool in the interview. Who does a recruiter pick?

There are some extra steps you can take to make sure you stand out.

Finish your interview by asking, "What are the next steps?"

If, for example, they need to review your portfolio, your follow up can be "here's my portfolio again" so they don't have to go digging for it.

Remember, your job is to make life easy for your recruiter.

Do: Send a follow-up email.

You don't have to do this *immediately* after your interview. If your interview is in the morning, you can send it that evening. If it's in the evening, wait until the following morning.

Give a little insight on the interview—why you enjoyed it, why you're a fit, why you're excited, and finish with “looking forward to hearing back from you.”

So you're leaving the conversation in a place where you've presented yourself as qualified, confident and excited.

Leave your recruiter with all the information they need to make an informed decision.

Don'ts

Before the interview.

Don't: Rely on your resume.

Sarah says, “When people send me a resume, I don't look at them that much. I'm going to go look you up online.”

If you're applying for a creative position, make sure you have a portfolio. Make sure you have a website. Include links to projects you've been a part of.

Even if you're applying for non-creative roles, your LinkedIn needs to be pristine. That's where recruiters are going to get a sense of who you are.

Don't: Call a prospective employer on the phone.

I actually had a call last week from a candidate who called my cell phone. I don't know how they got my number.

They were like, "Hey, I applied for this role and I wanted to see if you got my resume." And I was like, "What are you doing calling my cell phone? I'm not considering you." There's process and boundaries here.

Even if there's an office line, don't call. Unless you're on your way to an interview and you need to confirm something, don't call anybody.

Don't: Snail mail a resume.

Traditional paper mail is obsolete. So if you're mailing, you're out of date. Even if you're not, recruiters will assume you are.

Don't: Drop into an office unannounced.

"Oh hello borderline stalker person, would you like a job?" Said nobody ever. This may have worked in your grandparents' day, but it will be grounds for instant disqualification of your candidacy in today's workplace. Don't creep out your future coworkers.

During the interview.

Don't: Wear whatever you want.

Again, knowing what to wear comes out of your research. Know the culture. Know the company.

If it's something more corporate, dress up. Worst case scenario, you're overdressed. You're always better off being overdressed.

If you're applying for something that's closer to an agency, media, or start-up environment, You can wear jeans and a nice shirt, that's fine. Sarah's breakdown is "business casual"; one piece

business, one piece casual. No ripped jeans, no messy sneakers. If you've got new, shiny white sneakers, that's fine.

Don't: Go in cocky.

Everybody from our generation hates when people call our generation "entitled." But the truth is, both Sarah and other recruiters we talked to, have noted there's a slight attitude young candidates possess that seems to say, "I have a degree now, so I'm entitled to a certain thing." And the harsh reality is that you're not.

Everybody has a degree—that's the new normal. So you've got to have more than that to set yourself apart, and you've got to come in prepared to share more than just your school experience.

Don't: Focus on perks.

Sarah points out that many young candidates spend the interview asking, "What are the perks? What do I get out of this?"

Don't bring that up at all. Wait until they offer it to you, and then negotiate that stuff.

Your first focus should be on all the incredible ways you're going to bring value to the company,

which will bring dollars to the company. That value proposition is what will justify your salary.

After the interview.

Don't: Wait too long to follow up.

“I wouldn’t wait more than 24–48 hours [**to send a follow up email**] because by then, I’m probably over you,” says Sarah.

Basically, interviews are like dating. There are plenty of fish in the sea. And if someone thinks you’re not interested, they’re bound to move on.

Don't: Not follow up at all.

Well, duh.

Highlights, Pt.1:

1. Know your “why”.

- Make sure your values and culture align with the company you’re applying for.
- Research, research and research some more.

2. Keep your resume clean and concise.

- Make sure your digital presence is up to date, clean and accessible.

3. Keep all communications digital.

- *Don't* call.
- *Don't* use snail mail.
- *Don't* go into an office unannounced.
- *Do* reach out via LinkedIn or email.

Highlights, Pt.2:

4. Focus on culture and internal communication in your interview.
- Avoid talking about perks or what you stand to gain in general.
 - Follow up within 24 hours.
 - Always ask what your next steps are, and continue to make things easy on your recruiter.
 - Review what got you excited about the conversation and why you feel you're a great fit for the organization.

***“You’ll be fine.
Just figure out
what you really
want to do.”***

Here’s a story about the best/worst job interview I ever had.

I applied to be a media coordinator at a small ad-sales agency in Oakville, Ontario—about 30 minutes outside of Toronto.

The office looked like something out of *The Wolf of Wall Street*.

The sales floor was packed with parallel desks, atop which sat only landline telephones. No computers.

As soon as I greeted my interviewer, he said to me, “You should be in sales, you’ve got a voice for sales.”

I didn’t want to be in sales. I told him I truly wanted to do the media coordinator job and began to outline my experience in media and communications.

As I did so, my interviewer took what was perhaps the first-ever look at my resume. I jabbered on while he read.

After about five minutes he said, “Yeah I could probably hire you for this job, but you’d quit in a week. You’re way too creative.”

“Uh... okay.” I stammered.

“You seem like a really smart kid,” said my interviewer. “You’ll be fine. Just figure out what you really want to do.”

And then I shook his hand, left the office, and drove home in a stupor.

In a lot of ways, this was my worst interview ever. I got rejected before even finishing the interview.

It was also the best interview I ever had. Figuring out “what I really wanted to do” sent me on an

entirely new trajectory which eventually landed me at Student Life Network.

That is the best advice I can give.

Job interviews, as a whole, should be less about procuring a job, and more about figuring out what you really want to do.

I know. Money is short and your part-time job sucks and you graduated six months ago and your parents are on your ass to get a real job and you're probably thinking it's all easy for me to say as I write this in an office in the heart of downtown Toronto.

But it took a long time to get here—a long time to figure out what I wanted to do.

If this book helped you land a job you love, then that's music to my and the entire Student Life Network team's ears.

If not, keep at it and don't settle.

You'll be fine. Just figure out what you really want to do.



Did you find the book helpful?

Did it help you get a job? Or do you still have burning questions for us to address? What would make this book a better, more helpful reading experience?

You can let us know. Seriously.

Email us here: contact@studentlifenetwork.com

Friends



Bailey Parnell

<https://twitter.com/BaileyParnell>

<http://www.skillscamp.co/>



Chris Ackroyd

<https://twitter.com/Acky16>



Chris D'Alessandro

<https://twitter.com/chrisdaless>

chris.d.dalessandro@gmail.com



Dana Iskoldski

<http://www.danaiskoldski.com/>

<https://twitter.com/danaiskoldski>



Drew Dudley

<https://twitter.com/DayOneDrew>

<http://www.drewdudley.com>



Hamza Khan

<https://twitter.com/hamzak/>

<http://www.hamzakhan.ca/>



Lauren Marinigh

<https://twitter.com/MarinighPR>

<http://www.laurenmarinigh.com/>



Perry Monaco

<https://twitter.com/ElvisRun>

<https://ca.linkedin.com/in/perrymonaco>



Ryan Bolton

<https://twitter.com/iamryanbolton>

<https://ryan-bolton.com>



Sarah Cavan

<https://twitter.com/sccavan>

<https://www.sarahcavan.com/>



Seana Dwyer

https://twitter.com/Seana_Dwyer



Stephen Sills

https://twitter.com/stephen_sills

Resources

"Job Interview Tips, Tricks and Hacks from a Vice Recruiter" by Dana Iskoldski

<http://blog.studentlifenetwork.com/2017/08/22/nail-interview-like-recruiter/>

"What is it Like to Get Hired at Student Life Network?" by Chris D'Alessandro

<http://blog.studentlifenetwork.com/2016/12/14/what-is-like-to-get-hired-at-student-life-network/>

Glassdoor

<https://www.glassdoor.ca/>

Slack

<https://slack.com/>

Books

SLN Interview Series

Land the Interview (Pt.1)

<http://blog.studentlifenetwork.com/2018/03/15/book-helps-get-more-job-interviews/>

Interview Prep (Pt.2)

<http://blog.studentlifenetwork.com/2018/04/25/our-free-e-book-helps-you-prepare-for-your-job-interview/>

Nailing the Interview (Pt.3)

<http://blog.studentlifenetwork.com/2018/05/10/our-free-ebook-helps-you-nail-your-job-interview/>

Interview Follow-Up (Pt.4)

<http://blog.studentlifenetwork.com/2018/05/16/free-ebook-helps-follow-job-interview>