

## Interview Topic:

### “How to Prove You’re the One to Hire ... Even in a Crummy Economy”

*Use Personal Branding to Achieve Greater Job Search Success - Faster*

#### Possible Interview Questions:

1. So, Brenda, I have to ask you about the name of your book series **How YOU™ Are Like Shampoo** ... How *am* I like shampoo??
2. What exactly is a “personal brand,” and why should it matter to a job seeker?
3. You say there are three steps to building a powerful “job-seeker personal brand.” What are they?
4. You talk about 5 proven personal branding techniques we can follow **before, during, and after** job interviews to help get a job faster. What is one of the most important things you can do *in advance of* an interview to boost your professional reputation, even before you answer a want ad? [Depending upon time, we could talk about as many as 3 *before the interview tips*]
5. So, the big day arrives - the day of the interview. What are some personal branding tips you can follow *during* the actual interview to increase your chances of getting hired? [Depending upon time, we can talk about as many as 3 *during the interview tips*]
6. You say that your personal brand continues on even *after* the interview. What action should you take after an interview to help solidify your chances of getting the job? [Depending upon time, we can talk about as many as 3 *after the interview tips*]
7. What if you've been laid off from your last job, or you've got some perceived negative that has been raised by the recruiter? What suggestions do you have for handling that type of tough situation? [If you want to be more specific in our interview, you could ask about (a) how to overcome a perceived negative of being “overqualified” for a particular job, or (b) how to overcome a perceived negative of being “under-qualified” for a particular job.]
8. What if you *don't* get the job? Are there any personal branding hints you can share with us for making sure you stay on that recruiter’s radar screen?

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*Brenda S. Bence is an internationally-recognized branding expert, certified executive coach and award-winning author of the **How YOU™ Are Like Shampoo** personal branding book series. With an MBA from Harvard Business School, Brenda spent the first 20 years of her career building mega brands for Fortune 100 companies across four continents and 50 countries. Now, as President of her own business - Brand Development Associates International - Brenda helps companies and individuals achieve greater success through building powerhouse corporate and personal brands.*

**Website Address:** [www.BrandingByBrenda.com](http://www.BrandingByBrenda.com)

