

9 SIMPLE STEPS THAT CAN HELP YOU LAND YOUR NEXT JOB INTERVIEW

Welcome to *The Workforce Link Podcast*, where we're offering forward-thinking conversations for the workforce, linking employers and job seekers to a brighter tomorrow. I'm your host Sundi Jo Graham with the Central Workforce Development Region, and I'm excited to be back with you again this week for another episode.

We know some of the obvious things we need to walk into an interview, right? Confidence, knowledge, and how you present yourself are some key areas we often focus on when trying to be our best selves in a job interview. We have to impress the employer or hiring manager enough to interview us, and I'm not talking about an impressive resume. There are several other things we need to pay attention to as well.

In today's episode of *The Workforce Link Podcast*, we're going to dive into 9 Simple Steps That Can Help You Land That Job Interview.

Before we dive into today's episode, though, I have a favor to ask. Word of mouth is the most significant way to spread the word, and we need your help doing just that. Would you mind sharing this podcast with your friends and co-workers? We are grateful for you sharing and spreading the word as we continue to help link employers and job seekers to a brighter tomorrow. Thank you in advance.

Now let's dive into today's episode.

You're not the only one applying for the job right now, which means you have to make sure you leave the employer or hiring manager with a great first impression, right? And again, that means before you even get to the interview.

Pay attention to these nine things if you want to make a difference and ensure you're winning before you even get to the job interview.

1) BE HONEST

Without honesty, you're putting your back up against the wall. Lying about your experience or other things isn't going to do any good. It will eventually catch up with you.

Don't say you have ten years of experience in Excel if you don't even know how to spell it. Likewise, don't say you're an advanced welder if you don't know the difference between a groove weld and hammer welding.

Employers have your resume in front of them, yes, but they're also going to check your references, and they're most certainly going to track your digital footprints. So that brings us to our second step.

2) CLEAN UP YOUR SOCIAL MEDIA

I'm not just talking about making your LinkedIn profile look sharp. I'm talking about your Facebook, Twitter, Instagram, Snapchat, TikTok, and all the things.

Here's the thing: this is my best guess at creating my own statistics, but I would bet that 80-90% of employers or hiring managers look at your Facebook page BEFORE they even call you in for an interview. Yes, before!

Think about the content you're creating. Does it line up with the company values and policies? For example, if you want to pursue a career as a teacher but your Facebook feed is filled with pictures of you at the bar every weekend, that's probably not going to line up with the school policy. Does that mean you can't have a life and post things on social media? No, but make sure you know who is seeing it and who isn't.

If you're constantly posting negative political comments, they might quickly rethink even bringing you in for the interview because they aren't convinced you'll act professionally at work.

I think you get the idea.

3) HAVE A POSITIVE ATTITUDE

You want your attitude in the interview to match your attitude in your everyday life. You might have the experience needed for the job, but that doesn't mean you already have the job in the bag.

Your attitude and how you present yourself in your resume, cover letter, emails, LinkedIn messages, etc., matters.

Arrogance is a mood killer. No one wants an arrogant team member. It brings toxicity into the work environment, and we all have enough negativity in the world without our team bringing it to work. Remember that there's a big difference between being confident in your abilities and being arrogant.

You have an opportunity to showcase your hard skills and your soft skills, but how you talk about them matters. Remember, be confident, not arrogant.

4) YOUR TONE IN YOUR COVER LETTER

How you represent yourself on paper or in your LinkedIn profile matters.

We've talked about this several times on this podcast - about not using the same resume or cover letter for each job you're applying for. This is one of the big mistakes we talked about in episode 10: [*Two Mistakes You Need to Avoid When Applying for an Entry Level Job*](#), and episode 22, where we talked about [*How to Write a Cover Letter Worth Noticing*](#). I will share the link to both episodes on the show notes.

In episode 22, we talked about the importance of not using a cookie-cutter cover letter template. People can recognize it immediately.

Don't just copy and paste something that doesn't describe you at all. Don't open up a cover letter template from Word and just tweak a few words to make it look like you wrote it. That doesn't work. It doesn't make you unique.

Your cover letter needs to tell the employer why you want to work there and why you're the one they need to hire. You can't do that with a cookie-cutter template, so be careful.

And make sure you sound in your interview the way you sound in your cover letter. Don't use fancy \$25 words in your cover letter that you wouldn't use in a sentence. Employers want the real you, not someone you think they want you to be.

Do you want hands-on experience as you decide what career to pursue? Through on-the-job training, work experiences, and apprenticeships, Central Missouri Job Center staff are ready to help set you up for success today!

Learn more about our on-the-job training program, an excellent opportunity to get hands-on experience from an employer while earning a paycheck. It's a win-win for everyone. Employers get the workforce they need, and you get the experience you need!

Or there's our Work Experience Program, available to job seekers ages 14-24 with little or no past work experience. This provides the opportunity to meet with prospective employers while also taking advantage of critical workplace training. Gaining work experience gives you the needed work background to secure future jobs.

And don't forget about our Registered Apprenticeship opportunities, an alternative "earn while you learn" combination of training and employment. Apprentice workers gradually earn more as they reach higher levels of productivity. In addition to rewarding performance, a Registered Apprenticeship combines employer-driven, job-related instruction with extensive on-the-job learning under the supervision of a trade professional. After completing a Registered Apprenticeship, the apprentice receives a nationally-recognized occupational credential that communicates the standards and high level of training their employer provides.

To learn more about our work-based learning programs, visit cwdregion.com/learning today and find the Central Region Job Center near you!

5) KNOW THE COMPANY

Again, we've talked about this in previous episodes of the podcast. Do your homework and learn about the company before the interview. Know their mission statement. Know who they are, how long they've been around, what they do, and why they do it.

They might not ask you directly what you know about the company, but you can certainly tell them in conversation that you've done your research. And again, tell them in the interview and in your cover letter.

6) MAKE YOURSELF ACCESSIBLE

If someone were to look for you on LinkedIn, is there an easy way to contact you? You don't have to make your phone number visible if you don't want to, but at least make sure your email address is. You can easily do this by editing the contact info on your profile.

You could also consider joining groups tailored to the industry you're most interested in. But, again, make it easy for people to know you exist. A lot of recruiters are watching in groups.

7) YOUR FOLLOW UP

Don't just send in your resume and twiddle your thumbs and wait. Instead, make sure you follow up. Now, that doesn't mean push send and immediately picking up the phone or email to see when you're getting the interview. But don't hesitate to follow up after a couple of days and ask if they've received your resume, if they have any further questions, or if there's anything else they need.

And another great way to follow up is by networking with those already working for the company. An even better approach to this is to connect with them before you even apply for the job. Start building a relationship of trust with them, and then let them know you're considering applying for a position there.

Now, don't go sending a bunch of messages. That doesn't make you persistent. That makes you annoying. Show you're interested. You're proactive, but don't become a pest.

8) AVOID THE HOT TOPICS

We talked about this a little bit in #2, cleaning up your digital footprints, but I'm not necessarily talking about social media here. Instead, I'm talking about what you're putting in your resume, cover letter, LinkedIn profile, discussions you might have in the interview, etc.

It's probably best to keep the political talk for the dinner table at Thanksgiving. I'm kidding. But seriously, don't talk about hot topic issues, like politics, for example, in your resume, etc. Unless you're applying for a job with the Republican National Convention, they don't need to know on your resume that you're a Republican. They don't need to know who you voted for or didn't vote for.

Keep it professional.

9) SEND A THANK YOU NOTE

If you've been listening to this podcast for any amount of time, you might be sick of me saying it, but I'm going to say it again. Send a thank you note. Of course, I'm a huge advocate for writing one out and using a stamp, but if that's not possible, send an email, a LinkedIn message, or something.

Now, doing this step indicates you've already gotten the job interview, so this probably means you've applied the other eight steps I've already shared. But this does have a significant impact on you getting hired. It makes you stand out, and employers and hiring managers appreciate it. It really can change the outcome of a job interview.

We talked about the importance of this in episode 37, [*3 Ways to Make Your Job Interview More Memorable*](#). I'll share the link to that episode in the show notes.

And if you've interviewed with more than one person, make sure you send them all thank you notes.

Okay, so our main aim today was to see how small elements can add up to big progress in our job search. Let's do a quick recap.

1. Be honest
2. Clean up your social media
3. Have a positive attitude
4. Check the tone of your cover letter
5. Know the company

6. Make Yourself Accessible
7. Follow up, but do so respectfully
8. Avoid hot topics
9. And send a thank you note

So, remember that the small things matter. I'm rooting for you from here. You've got this!

And with eight different Job Center locations throughout the Central Region, we have an excited staff waiting to assist you with your employment-related needs.

Columbia, Rolla, Jefferson City, Lebanon, Fulton, Potosi, Lake of the Ozarks, and more!

Whether you're looking for employment, want to go back to school and earn an education, or you're an employer trying to find your next great team member, our Job Center staff can help!

Find your closest Job Center location today at cwdregion.com/jobcenters. That's cwdregion.com/jobcenters.

And don't forget, if you've enjoyed today's episode, share it with a friend, and if you haven't already, head on to iTunes and leave us a review, preferably 5-star, so that others can find us.

Have a great week, my friend, and we'll meet again in the next episode. Until then. Remember this... There's always a brighter tomorrow if you're willing to find it.