

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 five proven personal branding techniques we can follow **before, during, and after** job interviews to help get a great job faster. What is one of the most important things you can do in advance of an interview to boost your brand, 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're faced with 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?

Brenda Bence is an internationally-recognized branding expert, Certified Executive Coach, Certified Speaking Professional, and the author of several award-winning books, including the How YOU™® Are Like Shampoo personal branding series. Her book, Smarter Branding Without Breaking the Bank: Five Proven Marketing Strategies You Can Use Right Now to Build Your Business at Little or No Cost, has helped small business owners and solopreneurs around the world unleash a treasure chest of tips, tools, and techniques to catapult their brands and increase revenues immediately, at low cost – or no cost at all.



With an MBA from Harvard Business School, Brenda’s career has spanned more than two decades and has included developing mega brands for Procter & Gamble and Bristol-Myers Squibb across four continents and 50 countries. Now, as President of Brand Development Associates (BDA) International, Brenda travels the world speaking, training, and coaching individuals and companies to greater success through creative, yet practical, corporate and personal brand development. Visit www.BrendaBence.com.