



BEFORE THE INTERVIEW

This is 2008. Before you even go into an interview, whether it be over the phone or in person, you should expect that **the interviewer has likely already tried to find information about you online**. Here's how to make it easy for them to find exactly what you want them to find.

1 GOOGLE YOURSELF It's not egotistical, it's smart.

GOOGLE YOURSELF: You should know what's out there under your name. If you find nothing, some employers may perceive that to mean you're not tech-savvy. Employers like tech-savvy. Best case scenario: type your name in Google, and click "I'm Feeling Lucky." You've successfully marketed yourself when your site comes up.

2 REGISTER A DOTCOM Preferably www.yourname.com

REGISTER A DOTCOM: You can register a domain name for \$10 a year with [GoDaddy](http://GoDaddy.com) (Remember those scantily-clad Super Bowl commercials that surely made Professor Greenwood cringe?). You can also point that domain to any site you prefer (i.e. a [Blogger](#) or [Wordpress](#) blog), or [host your own](#) with an internet hosting company, like [Dreamhost](#) or [MediaTemple](#).

3 BE VISIBLE Think socially.

BE VISIBLE: You do it at Rick's, now do it online. Show yourself. Make your entrance online and make it grand. Get on [Facebook](#) (done, I'm sure), [LinkedIn](#), and [Twitter](#). Link to your newly-minted web address. Read blogs and news and comment on the articles. Conversations and connections are happening in these areas, and they're quickly challenging old-school institutions. Namely, my profession. Sigh.

4 BECOME A BRAND Madison Ave. knows something.

BECOME A BRAND: You've studied how companies brand themselves (whether or not they've done that responsibly) and you know their impact. Why not do the same for yourself? Become your own brand. Have a slogan, an icon, something that makes you easy to remember, and use it everywhere. Use consistent, formal screennames; link to your site whenever possible. Include your brand/website on your resume.

5 STUDY YOUR EMPLOYER Interviews are akin to class exams.

STUDY YOUR EMPLOYER: You should treat a job interview like a blue book. Prepare by examining the company's history, their products, their goals, their mission. Write notecards with topics you want to discuss and have them by your side (phone interview) or study before (in person).

6 BE CONFIDENT And be yourself.

BE CONFIDENT: If you've done your homework, you shouldn't have anything to worry about. You know who you're dealing with, and you've made sure they know who they're dealing with. This will leave room for personal discussion about you and your interests that can help the employer gauge whether you'd be a good fit for the company and its culture.