

Interview
guide

CRACK THE INTERVIEW CODE

YOUR FREE GUIDE TO GAIN CONFIDENCE
SPEAKING ENGLISH IN A JOB INTERVIEW



ABOUT ME



BA in English Philology

CELTA (Certificate in English Language Teaching to Adults, Cambridge) - Pass A

IELTS Academic - Band 8

12 years of teaching experience

5 years of doing interview preparations for

- Software developers
- Marketing specialists
- HR specialists (because they also need confidence in their English!)
- Salespeople
- Project managers
- etc.

THIS GUIDE:

Will help:

- Gain **confidence** speaking English in a **job interview**
- Discover and learn the **vocabulary** you need to talk about your work experience

Will not:

- Take your English on a **new level**
- Give **career advice**

HOW CAN YOU GET YOUR ENGLISH READY FOR AN INTERVIEW?

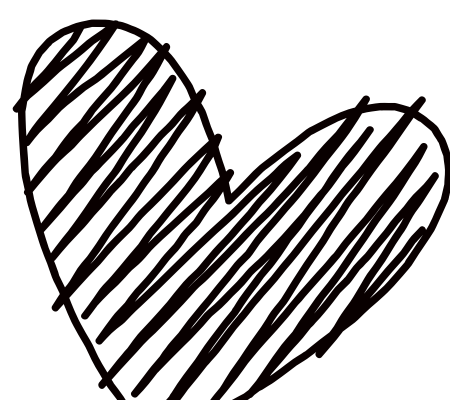
As you may already know, any job interview has two parts: **standard questions** (about your strengths and weaknesses, etc.) and **questions specific for your job** (those related to your area of work: marketing, HR, IT, etc.)

STEP 1. Do your research for both categories of questions.

HOW? Standard questions: [No 1](#), [No 2](#), [No 3](#)
(click on each)

Questions specific for your job:

google “top digital marketing / software developer / etc. interview questions” or ask ChatGPT for it. Surely, not all the questions will be relevant, but as you’re an expert in your field, pick up the ones you think are the most important or challenging.



WHAT'S NEXT?

STEP 2. FOR EACH QUESTION, THINK WHAT YOU MIGHT SAY AND

STEP 3A. RECORD A VOICE / VIDEO NOTE WITH YOUR ANSWER

STEP 3B (LESS EFFECTIVE). WRITE YOUR ANSWER.

Why do I recommend doing that?

This will help you

1. Reflect on your experience
2. Discover the words and phrases without which you won't be able to talk about yourself
3. See if you present yourself effectively (not too shy / not too arrogant)
4. Give you the speaking practice you desperately need before an interview.



AND THE LAST ONE... STEP 4



- Listen to or read what you said / wrote
- Ask a friend / a person you trust with a good level of English to do that and check if:
 1. You / they understand what you wanted to say
 2. You present yourself effectively

HOW TO LOOK UP WORDS?

IDEA 01

Look up phrases, not just words



cope



cope with negative feedback

IDEA 02

Check if they are used in your area of work. You can

- Google articles / news with the given phrases.
- Ask ChatGPT if that phrase is ok in your context.
- Check it on ludwig.guru

HOW?

EXAMPLES:

ChatGPT

in a job interview, I might need to talk about coping with negative feedback. Is the phrase "cope with negative feedback" correct?

Yes, the phrase "cope with negative feedback" is correct and commonly used in the context of discussing how you handle criticism or feedback in a professional setting. It conveys that you have strategies or methods for dealing with feedback that might be critical or unfavorable.

In a job interview, you can enhance your response by providing specific examples of how you have effectively coped with negative feedback in the past. For instance, you might describe how you used the feedback to improve your performance or how you maintained a positive attitude and sought additional guidance to address the areas for improvement.

Here's an example of how you might articulate this:

"Yes, I can definitely cope with negative feedback. In my previous role, I received constructive criticism regarding my presentation skills. Initially, it was tough to hear, but I took it as an opportunity to improve. I enrolled in a public speaking course and sought feedback from my colleagues on my practice presentations. Over time, I became much more confident and effective in my presentations, which was reflected in the positive feedback I received from my team and clients."

ludwig.guru

cope with negative feedback

AI FEEDBACK

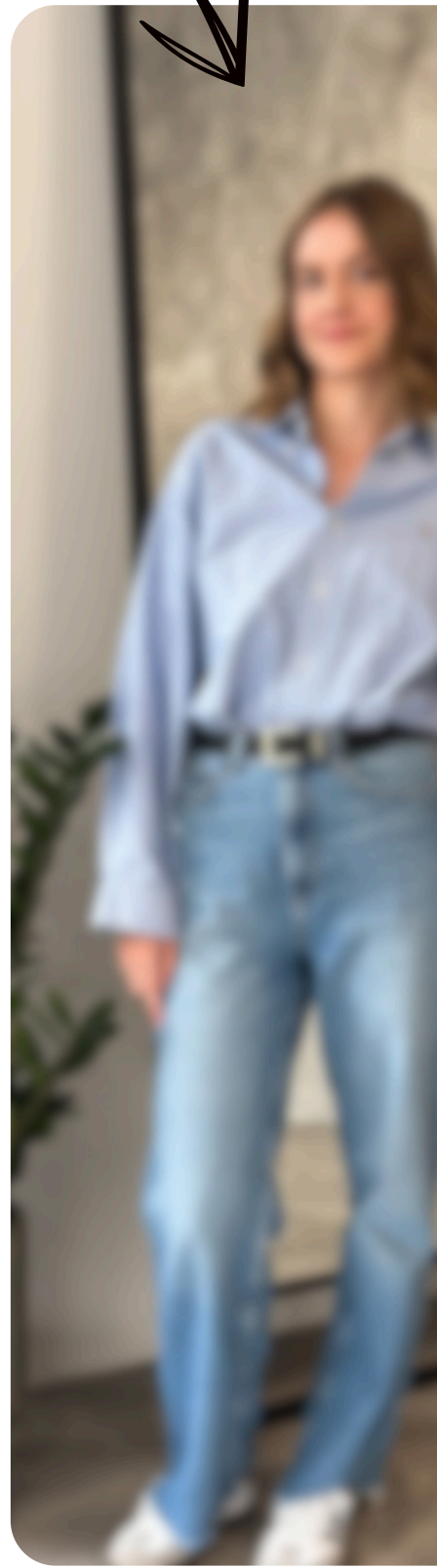
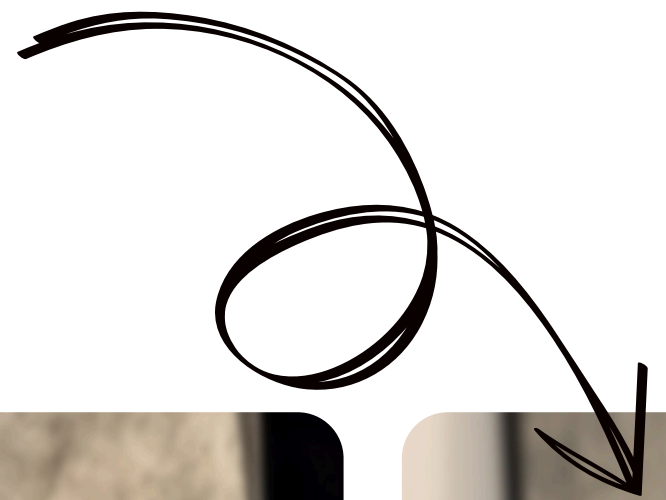
✓ The phrase "cope with negative feedback" is **grammatically correct** and **can be used in written English**.
It means to handle or deal with criticism or unfavorable comments. Example: "As a manager, it is important to learn how to cope with negative feedback from your team in a constructive manner."

SIMILAR (16)

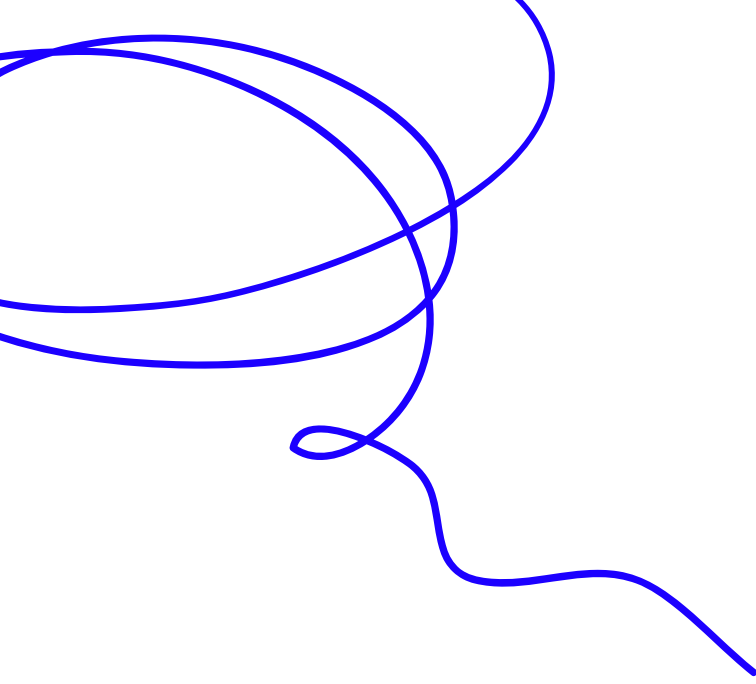
In addition, experienced social support, attitudes towards sports and ways of **coping with (negative) feedback** from the community was addressed.
BMC Public Health

Though even the most well-intended constructive feedback can feel negative, we thin-skinned people are happier and more successful when we learn to **cope with negative-feeling feedback** rather than simply avoid it.
University of California, Berkeley

LEARN NEW WORDS:



- Create a Quizlet set. Don't add 50 new words unless you've got a month to learn them though. Prioritise.
- Describe a situation at work using these words / phrases (have a look at my students' examples)



EXAMPLES:

HERE ARE THE PHRASES MY CLIENTS NEEDED FOR THEIR INTERVIEWS AND THE SITUATIONS THEY DESCRIBED USING THEM

budget constraints


In my previous role as a project manager, we faced significant **budget constraints** during the development phase of a new product. Despite the challenges, I worked closely with our team to identify cost-effective solutions and prioritize essential project components within the allocated budget.

customer segmentation

In my previous role at a retail company, we implemented a **customer segmentation** strategy to tailor our marketing efforts. We analyzed our customer database and identified distinct segments based on purchasing behavior, demographics, and preferences. One key project involved creating personalized email campaigns targeted at specific segments...

leverage automated bidding strategies

At my previous role in digital marketing, we **leveraged automated bidding strategies** for real-time advertising campaigns. One particular project involved promoting a new product launch through a series of display ads across multiple platforms. With automated bidding, we were able to optimize our ad placements based on real-time data such as user behavior and conversion rates...



FINAL STEP

Once you've learned the words, practiced them, ***do one more round*** of answering the questions.

AND...

If, after following all the steps, you still feel you need professional feedback and help, **I'm at your service.**

Interview preparation typically takes 1 to 3 lessons. During these sessions, we'll conduct a mock interview, discuss your problematic areas, and learn and practice the vocabulary you need to **get that job!**

Contact me on Instagram **@olena_khandii** to book an interview prep class!

