



## HOW TO PREPARE YOUR PITCH FOR THE INTERVIEW: "Tell Me About Yourself"

### Why Is This Question Important?

In an interview, you'll often hear "Tell me about yourself." This sets the tone, helping the interviewer learn about you. It may also be phrased as "Walk me through your resume," "Tell me something not on your resume," or "How would you describe yourself?"

Mastering the "Tell me about yourself" pitch is **essential** for job-seeking scenarios. It's your go-to opening for interviews, networking events, and cover letters—a versatile tool for various situations.

### Why It Feels Easy but It Isn't

This question seems easy—no hypotheticals, examples, technical challenges, or tough questions. Just tell me anything. However, it's challenging because you must balance personal and professional details in a strategic way to match your profile with a specific position.

### How to Structure Your Answer

*Instead of overwhelming the interviewer with every detail, focus on these key points:*

**\*\*Present:** What defines you?

**Example:** "I'm pursuing a Bachelor's in Business Administration and involved in our university's marketing club."

**\*\*Past:** Your highlights that are most relevant for this position

**Example:** "I interned at a startup, developing social media strategies that increased followers by 15%. Courses in digital marketing sparked my interest."

**\*\*Future:** What you want - why are you interested in this position?

**Example:** "I want hands-on experience in a dynamic environment like yours, continue building my marketing skills, and eventually lead my own projects."

### Create a Compelling Narrative

**Consider Your Audience:** Research the company to understand their culture and values. Tailor your response to highlight the experiences and skills that are most relevant to them.

**Create an Outline:** Structure your pitch with a clear beginning, middle, and end.

**Practice, Practice, Practice:** Familiarize yourself with your own highlight reel. Adjust the order of your points based on what you believe are your strongest experiences. Keep it concise, aiming for a 30- to 60-second response.

### Common Mistakes to Avoid

Your mind might race with thoughts like:

- *Should I tell my life story and share my hobbies?*
- *Should I run through my academic history?*
- *Should I talk about my last part-time job or volunteer work?*

Instead, keep your response focused on what's relevant to the job and the company. Highlight your academic achievements, relevant experiences, and how they align with the role you're applying for.

### Final Tips

Make sure you watch the [Interview Prep Webinar](#), feel free to register to [Interview Prep Workshops](#) and practice with [VMock Elevator Pitch](#).