

# How to nail your Zoom interview



## Pretend it's an in-person interview.

Get ready as if they're expecting you to walk in the office — prepared, poised, polished, and portfolio in hand.

Dress for the job you want. Wear professional attire — down to your pants and shoes.

Silence your phone, turn off notifications, place a sign on your door, and plan to prevent interruptions.

Practice professional presence. Maintain your focus and look into the camera while speaking. Sit with your shoulders back, not too close to the screen, and don't be afraid to use your hands — but not too much.

## Be the art director of your background and environment.

Think of your backdrop as part of your brand story. What does it say about you? It should look like a professional home office — not a garage, bedroom, or laundry room (even if it is).

Ensure the space behind you is neat, clean, and free from distractions.

If you can't interview from home, choose a quiet space with good lighting and minimal visual distractions.

Make sure lighting is behind your camera, not behind your head — shining on your face, but not too brightly.

Test your camera, mic, speakers, and internet connection to make sure everything is in working order.

Check for software updates, glitches, or password mishaps that may get in the way of logging in.

Download and test Zoom, Teams, or the video conferencing app of choice well in advance.

Pull up the link with plenty of time to spare. Keep the interviewer's backup contact information handy.

## Research, research, research.

Dive into every detail of the job description. Be able to speak to the exact value you bring to the table when it comes to what the employer wants and address gaps confidently.

Read everything you can about the company — website, social media posts, press releases, and news stories.

Familiarize yourself with industry news and trends, competitors, and key differentiators.

Use LinkedIn to look into the company's leadership team, your potential coworkers, and the interviewer.

If you have friends or acquaintances that work for the company, reach out to get the inside scoop.

Demonstrate curiosity by asking thoughtful questions based on your research.

## Prepare your personal talking points.

Identify specific examples of how you've been successful in demonstrating the required skills and responsibilities in previous roles. Have three stories in your pocket about ways that you have overcome challenges, generated results, or otherwise brought value to your current or past employers.

Don't hesitate to share personal stories that highlight your interests outside of work. Fascinating experiences, interesting hobbies, and unusual talents that have nothing to do with the job could be the thing that makes you stand out in a sea of candidates.