

How to Answer

“Tell me about yourself”



6-Part Formula

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PART 1 - MINI INTRO

- **Include:**
 - Current position
 - Years of experience
- **Example:** "I'm [NAME], a [Your Current Position] with over [# years of experience]".
- **Approx word count:** 10-15 words

Intro

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PART 2 - SHARE YOUR WHY (PASSION)

- **Include:**
 - Passion for the industry
 - Passion for your specialist area
- **Example:** "What drives me is not only the creative marketing process of helping brands achieve their true potential but also inspiring and developing my team".
- **Approx word count:** 20-30 words

Your Why

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PART 3 - YOUR BACKSTORY

- **Include:**
 - High-level overview of your career journey (start - to finish)
 - Anticipate interviewers questions by providing a rationale for your decisions.
- **Example:** "I started my career working for big companies such as [Company Names] and I learnt the intricacies of large-scale marketing operations. In the second phase of my career I decided to work for smaller companies and startups, where I could make a bigger impact & challenge myself as an all-rounded marketer".
- **Approx word count:** 70-100 words

Backstory

6-Part Formula

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PART 4 - SPECIALIST AREA

- **Include:**
 - Your specialist area
 - Make it relevant to the role
- **Example:** "As someone deeply passionate about the entire marketing journey, I've excelled in customer acquisition, brand development, and customer retention. I bring a unique blend of strategic insight and hands-on experience to every project".
- **Approx word count:** 20-30 words

**Your
Specialist
Area**

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PART 5 - CAREER ACHIEVEMENTS

- **Include:**
 - Share your top 3 achievements that's relevant to the role.
- **Approx word count:** 70-100 words

**Career
Achievements**

6

PART 6 - WHY YOUR INTERVIEWING

- **Include:**
 - Summary of why you're interviewing for this role.
 - Share your interest in the company.
- **Example:** "I'm now looking for a new challenge with a company that not only fosters a great culture but also has significant growth potential...etc".
- **Approx word count:** 20-30 words

**Why your
Interviewing**

Watch our 2-Part Interview Series

Watch now