



So You Want to be a Search Marketer?

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10, 20, 30 Rule (almost)

- Preparing to be Interviewed
- The Interview Process
- Final Thoughts



Preparation

“By failing to prepare, you are preparing to fail.”

Ben Franklin



Preparation

Expect to meet with at least 3 people

- HR: Did you lie on your resume?
- Boss: Can you do the job?
- Boss' Boss: Will you fit in?



Preparation

- Questions to answer:
 - Where do you want to be in 5 years?
 - Strengths/Weaknesses?
 - Biggest accomplishment/failure?
 - Friend/coworker/boss describe you?
 - Best decision you've ever made?



Interview Process

- Never bring up money
- Don't say you have offers elsewhere
- Don't ask for more vacation
- Know your number and stick to it
- Consider entire package (DITD)
 - Insurance options
 - Relocation details
 - 401k match (and vesting)



401k Example

Employed 3 years, \$100k, contribute 10%

Company A: Matches 50% of first 6% (\$3,000/yr)

Company B: Matches 50% of first 4% (\$2,000/yr)

Move on, rollover, 30 years, 8% ROR

Plan A: \$364,091.53

Plan B: \$336,084.43

Diff: **\$28,007.10**





Interview Process

- Do you have a question for me?
 - Always have one! (Shows interest)
 - Be specific (no “culture” questions)
 - Think about this one and have a few
 - If relocating, ask about area
 - One thing this employer does better



Final Thoughts

- Be Prepared to Compromise
- Develop Diplomacy

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Thanks!

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