

Keep a notebook with ideas that occur to you about products, brands or companies.

When you get an interview scheduled, practice, practice, practice and practice some more. Get a friend who can ask tough, relevant questions.

Read everything you can about the business. In addition to the classic media (New York Times, WSJ, Bloomberg Businessweek, etc.), read the trade magazines like Ad Age, Ad Week, Mediaweek, Variety and others.

Pick a company and a business superstar that resonate with you. It's like becoming a loyal fan of a rock star. Create a virtual shadow of these entities and learn everything you can so you will be ready when it's time to be introduced.



10 Do's and Don'ts for *Nailing an Interview* (and Intern Opportunity)

Never come late or be inconsiderate about your interviewer's time. 10 minutes early is "on time." Scout the route to make sure you allow enough time. If you're really early, grab coffee and relax.



Don't assume, because a friend of the family, a prior boss, current professor or relative has gotten you the interview, that you are gold and in. If you take this interview or any others for granted, you are on the way to a lonely summer, which could put you behind in your career ambitions.

Never, EVER be tempted to put a very funny, stupid or, worst of all, graphic photo or photos of yourself on Facebook, Twitter or any lasting social media platforms. Major politicians and even a few moguls have been brought down by their own social media blunders.

Don't name drop or tell funny stories.
Don't talk more than you listen.

Don't come dressed for the beach or the ski slopes because of the season or weather. Business dress (not business casual) helps set your tone and delivers a positive first impression.

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