

[interview-question]

[title]/[title]

[qna]

[question]What strategies do you employ before you begin writing a piece of copy?[/question]

[answer]

[summary]This question is broad, but the answer can help you understand what you can expect out of the candidate. You are looking to determine where the applicant gets their inspiration for copy. If they say, "I just sit down and start writing whatever comes to my head," they may not be a good fit for your company. A good copywriter will make research a priority.[/summary]

[item]Seek an understanding of the project[/item]

[item]Find the voice of the company[/item]

[item]Research the audience to get into their mind[/item]

[example]Example: "I seek to understand the company's voice and to get into the head of their target audience so that the copy performs well."[/example]

[/answer]

[/qna]

[qna]

[question]What factors do you think are responsible for the results of a copywriting campaign?[/question]

[answer]

[summary]There are many factors that go into a successful copywriting campaign. Some of these factors are outside the control of the copywriter. However, it is not the best products and services that get the best results; it is good copy. The purpose of this question is to see how much knowledge the candidate has on the subject. You want a candidate who understands the importance of the written word.[/summary]

[item]Knowledge of the factors of a successful campaign[/item]

[item]A recognition that not every campaign is perfect[/item]

[item]Ability to take responsibility[/item]

[example]Example: "There are many important elements to a successful campaign. At the end of the day, clear, concise and persuasive copy is the trump card."[/example]

[/answer]

[/qna]

[qna]

[question]What is the most significant reason that you might miss a deadline?[/question]

[answer]

[summary]This question is a test. Your business has deadlines it must keep, and you don't want to hire a copywriter who does not take that seriously. You want a copywriter committed to keeping deadlines. If your applicant is a procrastinator or turns in work late on a regular basis, they may open up to you with this question. The right candidate will express that they are proactive in meeting deadlines.[/summary]

[item]An understanding of the importance of deadlines[/item]

[item]A proactive approach to meeting deadlines[/item]

[item]A demonstration that your business matters[/item]

[example]Example: "Deadlines are important to me and your business. Even when I have many projects going on at once, I strive to finish everything early."[/example]

[/answer]

[/qna]

[qna]

[question]Our company often has several projects going at once. How do you switch gears if a new project hits your desk with a priority deadline?[/question]

[answer]

[summary]Emergency situations occur in all businesses. These unexpected events will affect your copywriters as well. You need to know that your candidate can handle pressure situations with grace and punctuality. In some ways, this is a follow up question from above. If your copywriter is barely making deadlines, an emergency project will be difficult to manage. However, a copywriter who is ahead of schedule should be equipped to handle extra.[/summary]

[item]Flexibility with changes in workflow[/item]

[item]Willingness to take on the unexpected[/item]

[item]Ability to maintain deadlines under pressure[/item]

[example]Example: "I would set aside my current projects and jump right into the emergency work, doing my best to meet deadlines for all the copy."[/example]

[/answer]

[/qna]

[qna]

[question]Why do you think I should hire you for this copywriting position?[/question]

[answer]

[summary]Confidence is an important element in a good copywriter. If the candidate is shy about promoting themselves, how will they be able to perform at promoting your company's products or ideas. The applicant's answer will also give you insights into the strength of their copywriting ability. As a company, you need to know what skills are the most important to you as well, and look for those in the answer.[/summary]

[item]An understanding of their unique skills as a copywriter[/item]

[item]An honesty about abilities[/item]

[item]The candidate can offer what you need[/item]

[example]Example: "I am well-trained in the art of persuasion. My copy will help your company increase sales and retain clients. I'll help your company grow."[/example]

[/answer]

[/qna]

[/interview-question]

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