# Twitter Thread by Jason Schulweis ■■



**Jason Schulweis ■■**
@jschulweis

**1/ Been thinking a lot about the interview process lately (@MorningBrew is hiring). I've helped not only grow the company over the last 18 months, but specifically the Rev Org from 3 to 30. Here are a few things from my experience that can hopefully help others ■■ (1/18)**

2/ Don't apply just to apply. Know what job you're looking at, and what that role actually does at the co. This can be done easily by researching the company. This will save you stress and time so you don't apply to a role you are not actually interested in or qualified for.

3/ Read the JD carefully and thoroughly. Yes, there are some bad and vague JDs out there, but a lot are well-crafted and specific. Speak to the qualifications and responsibilities specifically.

4/ If there's real estate to write, use it. If there are questions, answer them. If there's an opportunity for a cover letter, submit one. But, do not waste the opportunity with generic answers or a form letter. Extra space on an application is an opportunity to do a few things:

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- Show you care and feel this is more than a "job" - paint a picture and tell a story.
- Prove your writing skills and communication ability - great communicators are essentially in just about any role...there's an opportunity to stand out here from the start.

6/ Know your "why's." I ask a variation of these 4-5 questions in every interview. Even if your interviewer does not, be prepared with great answers to these questions and incorporate into the interview:

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1) Why Morning Brew? I want to hear about your understanding and passion for the company. How long have you been a subscriber? What's a great headline, story or ad that made you smile? What made you decide to apply for a career here?

8/ Do not lead with your liking startups or your desire to advance your career. That could pertain to other similar companies...what is it about Morning Brew specifically that brought you here today?

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2) Why this role? I want to understand what drives and motivates you to do the thing you're applying to do, irrespective of the company. I want to see, hear and feel your career path and trajectory.

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3) Why this role at Morning Brew / Why are you uniquely qualified for this role at Morning Brew? This is your opportunity to show you've done your research on the company and understand the specific role's function inside of the specific company.

11/ We build in public. There's no shortage of content about every dept at MB. Take sales, for example. Sales at Morning Brew is different than sales at other media companies. We have a unique spiel, ad units and vibe. I want people who can speak to that from the start.

12/
4) Why now? How you got to the app or interview. Did your friend share the JD? Were you actively searching for a new oppty? Do you check our jobs website? What makes this point in time special? There's a diff btwn running towards a new oppty and running from an old one.

13/ Do your homework. I mention above that we build in public. My personal Twitter feed and LinkedIn profile are also public. So are my podcast interviews and conference presentations.

14/ If you really want the job and care about the opportunity, you should put in the extra time up front to learn as much as possible about the company, leaders and interviewers. It's an easy and great way to stand out.

15/ Ask great questions. Here's another great way to show not only that you've done your homework and research, but that you are a smart and thoughtful candidate. There is a really, really big difference between generic interviewee questions and good ones.

16/ I usually allocate at least 10-15 minutes of an interview to the interviewee asking me questions because of how much I can learn from their questions, and the types of conversations they ignite.

17/ Thank you notes matter. If you don't send one, I notice. If it's impersonal, I notice. If it's poorly written, I notice. There's a huge opportunity here...

18/...to show how great of a writer and communicator you are, and include follow-up questions or commentary about what we discussed, I also notice...and it absolutely helps. It's important to remember that the interview is not over when the "live" conversation ends.