

FREE SAMPLE



O MÉTODO CERTEIRO

A PREVIEW

The full method, a real example, and five interview questions already answered — before you decide on the full book.

PRACTICAL JOB INTERVIEW GUIDE

Why most interviews go wrong

Every year, millions of people show up with a flawless résumé and fall apart in the interview. They know what they can do — but no one ever taught them how to translate that into answers a recruiter recognizes as good.

The BULLSEYE Method, in 8 steps

- B Break down what's really being asked** Silently identify what the question is actually evaluating (revisit the four axes above).
- U Use a real, specific situation** Concrete facts always beat generic claims.
- L Land on a measurable result** A percentage, a deadline met, a satisfied client.
- L Link it to value for this specific role** The step most people forget — and what separates a generic answer from a bullseye one.
- S Structure it with STAR** The most effective framework for behavioral answers:
- E Exude confidence in the delivery** Speak slightly slower than natural, keep eye contact, avoid filler words ("like," "so").
- Y Yield the floor back with a strong close** A short line that reinforces your fit without sounding arrogant: "that's one of the experiences that taught me the most, and I carry it into any new challenge."
- E Edit out anything that doesn't earn its place** The most common mistake isn't saying too little — it's saying too much.

The method in action

Question: *"Tell me about a challenge you faced at work."*

"I inherited a support process generating a lot of complaints about slow response times (Situation). My task was to cut response time without growing the team (Task). I mapped the workflow, identified three bottlenecks, and rolled out a new priority system over three weeks (Action). Response time dropped 40% in two months (Result). It taught me to look at process before people when something goes wrong — and that's the analytical thinking I'd bring here, since you deal with similar challenges of scale."

5 real questions, already answered

The full book has 17, organized into seven families. Here are five, chosen to show the range of situations the method covers.

1. "Tell me about yourself."

"I have a degree in Business Management, and for the past four years I've worked in customer support and process optimization. I started as a support assistant and quickly took ownership of reviewing the team's workflows, which cut average response time by about 30%. That sparked my interest in combining support with process improvement, exactly what I see in this role."

2. "Tell me about a professional challenge you faced."

"I took over a project already two months behind schedule with an unhappy client. My task was to get it back on track without sacrificing quality. I reorganized the team's priorities, negotiated a new phased timeline, and started weekly check-ins. We delivered the first phase three weeks later, on the new date, and the client renewed the contract the following year."

3. "What are your weaknesses?"

"I tend to review every detail before moving forward, which has slowed some deliverables. Over the last few months I've set shorter internal deadlines for each stage, forcing me to move before it feels 'perfect' — and I've already noticed a real improvement in my delivery speed."

4. "Why do you want to work here?"

"What drew me was how you talk about customer experience as a real priority, not just messaging. On top of that, this role lets me get back to working directly with clients, something I've missed since my last position."

5. "What are your salary expectations?"

"Based on my market research for this role, experience level, and location, I'm thinking of a range between X and Y. I'm open to discussing based on the full package."

THIS WAS JUST THE START

What you'll find in the full book

- All 17 questions in the bank — this sample showed 5
- The BULLSEYE Method explained step by step, with examples at every stage
- The seven families of questions, so you can recognize any new question
- A full chapter on interviews conducted by artificial intelligence
- Ready-to-use templates: thank-you email, salary negotiation, follow-up
- A checklist and 7-day action plan before the interview
- All in Portuguese, English, Spanish, and French

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