

A COMPLETE
GUIDE TO

INFORMATIONAL INTERVIEWS

WHAT IS AN INFORMATIONAL INTERVIEW OR MEETING?

A NETWORKING MEETING WHERE YOU'LL MEET WITH SOMEONE WHO DOES AN INTERESTING JOB OR WORKS IN THE INDUSTRY YOU'D LIKE TO BREAK INTO.

INFORMATIONAL INTERVIEWS CAN HELP YOU CREATE (OR STRENGTHEN) VALUABLE CONNECTIONS AND LEARN ABOUT DIFFERENT ROLES AND CAREER PATHS.

HOW TO ASK FOR ONE

A TEMPLATE:

DEAR [PERSON],

HOPE YOU ARE DOING WELL! [WRITE A PERSONAL NOTE CATCHING UP WITH THE PERSON IF RELEVANT]

AS YOU MAY KNOW [GIVE AN UPDATE ON YOUR CURRENT SITUATION - I.E. I RECENTLY GRADUATED] AND I AM NOW LOOKING FOR A NEW OPPORTUNITY IN THE [GIVE ANY DETAIL YOU CAN] AREAS.

I WAS WONDERING IF YOU HAD TIME FOR A [COFFEE/PHONE CHAT] IN THE NEXT FEW WEEKS AS I'D LOVE TO HEAR MORE ABOUT WHAT YOU DO, WHAT IT'S LIKE TO WORK AT [COMPANY], AND ANY ADVICE YOU HAVE FOR ME AS I SEARCH FOR MY FIRST/NEXT JOB.

[ANYTHING ELSE]

THANKS SO MUCH! [YOU]

HOW TO PREPARE

1. PREPARE YOUR ELEVATOR PITCH
2. RESEARCH THE COMPANY
3. PREPARE THOUGHTFUL QUESTIONS

STEP 1: CRAFT YOUR ELEVATOR PITCH

1. **INTRO:** YOUR PITCH SHOULD START WITH A LITTLE BIT ABOUT YOU AND YOUR BACKGROUND. IF YOU'RE A STUDENT OR RECENT GRAD, DISCUSS WHAT YOU STUDIED IN SCHOOL, PAST ROLES OR INTERNSHIPS, AND EXTRACURRICIAL ACTIVITIES. IF YOU'RE A MORE SEASONED PROFESSIONAL SHARE YOUR PROFESSIONAL BACKGROUND THUS FAR.
2. **MIDDLE:** THE NEXT PART OF YOUR PITCH SHOULD BE FOCUSED ON THE FUTURE. DISCUSS YOUR INTERESTS AND WHAT TYPES OF ROLES YOU ARE CURRENTLY LOOKING FOR. GIVE AS MUCH DETAIL AS POSSIBLE SO THE PERSON YOU'RE MEETING WITH KNOWS HOW THEY CAN SUPPORT YOU IN ACHIEVING YOUR GOALS.
3. **ENDING:** IN AN INFORMATIONAL MEETING, YOU SHOULD WRAP UP YOUR PITCH WITH WHAT YOU HOPE TO GAIN FROM THE MEETING OR WHY YOU ASKED FOR IT. EXAMPLE: "GIVEN THAT I'M NOW LOOKING FOR A NEW ROLE, I WAS HOPING TO CHAT WITH YOU ABOUT X, Y, AND Z AND SEE IF YOU HAD AN ADVICE ON X."

*DRAFT YOUR PITCH HERE

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STEP 2: CONDUCT COMPANY RESEARCH

BEFORE HEADING INTO AN INFORMATIONAL INTERVIEW, YOU SHOULD BE WELL-VERSED ON THE COMPANY THAT YOUR CONTACT IS WORKING FOR. THIS WILL ALLOW YOU TO ENGAGE IN MEANINGFUL CONVERSATION AND SHOWS A LOT OF INITIATIVE.

BELOW ARE A FEW THINGS TO LOOK INTO BEFORE YOUR MEETING:

WHAT TO RESEARCH	MORE DETAIL	YOUR NOTES
ABOUT THE COMPANY	<ul style="list-style-type: none"><input type="checkbox"/> THEIR MISSION<input type="checkbox"/> THEIR HISTORY<input type="checkbox"/> THEIR CULTURE / VALUES<input type="checkbox"/> HOW THEY MAKE \$ (OR ACCOMPLISH THEIR GOALS) – PRODUCTS, SERVICES, OTHER?	
SCOPE	<ul style="list-style-type: none"><input type="checkbox"/> WHERE THEY OPERATE<input type="checkbox"/> WHERE THEIR OFFICES ARE<input type="checkbox"/> THE SIZE OF THE COMPANY	
RECENT PRESS	<ul style="list-style-type: none"><input type="checkbox"/> HAVE THEY BEEN MENTIONED IN THE PRESS? (LOOK ON NEWS.GOOGLE.COM)<input type="checkbox"/> HAVE THERE BEEN ANY RECENT OR BIG CHANGES TO THE COMPANY?	
JOB OPENINGS	<ul style="list-style-type: none"><input type="checkbox"/> ARE THEY HIRING?<input type="checkbox"/> ARE THERE ANY POSTINGS ON THEIR CAREERS SITE THAT INTEREST YOU?	

ADDITIONAL NOTES

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STEP 3: PREPARE THOUGHTFUL QUESTIONS

SINCE YOU ASKED FOR THE INFORMATIONAL MEETING, YOU MAY BE THE ONE CARRYING THE CONVERSATION. HAVING QUESTIONS PREPARED IN ADVANCE WILL ENSURE THE CONVERSATION GOES SMOOTHLY AND THAT YOU GET GREAT INFORMATION FROM IT.

THERE ARE A FEW TYPES OF QUESTIONS THAT MAY BE BENEFICIAL TO ASK THAT ARE LISTED BELOW. CHOOSE A FEW FROM THE LIST BEFORE EACH MEETING AND CUSTOMIZE FOR EACH SITUATION. PREPARE AT LEAST 5 QUESTIONS YOU'D LIKE TO ASK.

TYPE OF QUESTION	SAMPLE QUESTION	YOUR CUSTOM QUESTIONS
ABOUT THE COMPANY	<input type="checkbox"/> I'D LOVE TO HEAR ABOUT WHAT YOU DO AT THE COMPANY <input type="checkbox"/> WHAT MADE YOU DECIDE TO COME HERE VERSUS OTHER (BRANDS, NONPROFITS, ETC.) <input type="checkbox"/> WHAT ARE THE BEST PARTS OF WORKING AT [COMPANY]? WHAT ARE SOME OF THE CHALLENGES	
ABOUT THEIR ROLE AND/OR TEAM	<input type="checkbox"/> WHAT DOES A TYPICAL DAY LOOK LIKE IN YOUR ROLE? <input type="checkbox"/> HOW DID YOU DECIDE TO GET INTO [THEIR AREA]? <input type="checkbox"/> WHAT QUALITIES MAKE SOMEONE SUCCESSFUL ON YOUR TEAM/IN YOUR ROLE?	
THE INDUSTRY	<input type="checkbox"/> HOW DID YOU ORIGINALLY BREAK INTO THIS INDUSTRY? <input type="checkbox"/> DO YOU HAVE ANY ADVICE FOR SOMEONE JUST STARTING OUT? <input type="checkbox"/> IS THERE ANYTHING I SHOULD READ OR FOLLOW ALONG WITH TO BECOME MORE KNOWLEDGABLE IN THIS INDUSTRY?	
JOB OPENINGS	<input type="checkbox"/> HOW DOES HIRING GENERALLY WORK AT YOUR COMPANY? <input type="checkbox"/> WHAT IS THE BEST WAY FOR ME TO EXPRESS INTEREST IN OPEN JOBS IN THE FUTURE? <input type="checkbox"/> I NOTICED AN A [JOB TITLE] OPENING POSTED ON THE SITE – CAN YOU TELL ME MORE ABOUT THAT TYPE OF ROLE AND WHAT IT ENTAILS?	
OTHER	LIST ANY OTHER QUESTIONS YOU'D LIKE TO ASK BASED ON YOUR PERSONAL RELATIONSHIP WITH YOUR CONTACT	

REFERENCE SHEET: YOUR MEETINGS

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PERSON TO MEET WITH	COMPANY THEY WORK FOR	DATE MEETING IS SCHEDULED
1.		
2.		
3.		
4.		
5.		

MEETING NOTES

MEETING WITH:	WHAT WE DISCUSSED:	FOLLOW UPS:
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MEETING WITH:	WHAT WE DISCUSSED:	FOLLOW UPS:
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MEETING WITH:	WHAT WE DISCUSSED:	FOLLOW UPS:
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MEETING WITH:	WHAT WE DISCUSSED:	NOTES/FOLLOW UPS:
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MEETING WITH:	WHAT WE DISCUSSED:	NOTES/FOLLOW UPS:
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MEETING WITH:	WHAT WE DISCUSSED:	NOTES/FOLLOW UPS:
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MEETING WITH:	WHAT WE DISCUSSED:	NOTES/FOLLOW UPS:
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1. WRITE A THANK YOU NOTE (SAMPLE BELOW)

HI [PERSON],

THANK YOU SO MUCH FOR MEETING WITH ME TODAY. I REALLY APPRECIATE YOU TAKING THE TIME AND IT WAS SO GREAT TO LEARN ABOUT [WHAT YOU LEARNED ABOUT.] IT WAS ALSO SO HELPFUL TO HEAR YOUR ADVICE ON [OTHER THING YOU DISCUSSED.]

THANK YOU AGAIN AND AS WE DISCUSSED I WILL FOLLOW UP [ANY NEXT STEPS THAT WERE DISCUSSED.]

BEST, [YOU]

2. SET A JOB ALERT

IF YOU THINK THE COMPANY MIGHT BE SOMEWHERE YOU'D BE INTERESTED IN WORKING YOU SHOULD SET UP A JOB ALERT ON THEIR COMPANY WEBSITE OR ON INDEED.COM.

TO DO THIS:

- SEARCH FOR THE COMPANY NAME ON INDEED IN THE "ADVANCED SEARCH" TAB
- IF RESULTS COME UP, THAT MEANS INDEED DOES TRACK OPEN ROLES ON THAT COMPANY'S SITE
- SCROLL TO THE BOTTOM OF THE PAGE WHERE YOU WILL SEE AN EMAIL ICON
- ENTER YOUR EMAIL TO RECEIVE JOB ALERTS WHEN NEW JOBS OPEN AT THAT COMPANY
 - IF RESULTS DO NOT COME UP ON INDEED, VISIT THE COMPANY'S WEBSITE TO SEE IF YOU CAN SET UP AN ALERT OR "SEARCH AGENT" THERE
 - IF THAT IS NOT AN OPTION, SET A CALENDAR REMINDER EVERY WEEK OR TWO TO CHECK IN FOR JOB OPENINGS AT THAT COMPANY