

INFORMATIONAL INTERVIEWS

This resource provides sample scripts for you to reference and customize when contacting someone about a potential informational interview. Included you will find:

- General tips for requesting an informational interview.
- Sample scripts to use during the informational interview process:
 - Reaching out to a mutual connection via the phone.
 - Contacting via a LinkedIn message.
 - Reaching out to a professional association connection via the phone.
 - Meeting at a professional event, requesting an in person conversation.
 - Contacting via email, no existing connection.
 - Following up via email.
 - Thanking the informational interviewee.

When Requesting an Informational Interview

- Tell the person how you obtained their name or contact information.
- Explain that you are interested in the organization/industry/career field and would like to learn more about it.
- Ask for between 15-30 minutes of the person's time.
- Express your appreciation for any information they have to offer.

Sample Scripts

Referred by a mutual connection, reached out via phone:

"Hello, my name is David Kerry. I got your phone number from Cheryl Johnson, who thought you would be a good person for me to talk with about the field of counseling. I'm currently enrolled in a Masters program and am in the process of identifying the career path I want to pursue. I would like to speak to someone currently working in the field to learn more. May I set up a 20-30 minute appointment with you at your convenience?"

Active in discussions on a LinkedIn group, reached out via LinkedIn message:

Hi, Monique.

We haven't met in person, but we've both been active on the discussions in the Project Managers LinkedIn group. I value your contributions, and the tips you recently shared about your career change have been especially helpful. Thanks for your insight.

On that note, I would be interested in learning more about your transition to the telecom industry. May I set up a 15 minute phone appointment with you? If so, I'll be in touch to discuss the logistics.

Thank you for your consideration!

Xavier Collins

Found contact information via professional association, reached out via phone:

"Hi, this is Peter Santos. I am in the process of changing careers from technology to psychology and am trying to learn more about different career options. Your organization is listed in the APA resource guide as a clinic that specializes in family therapy, an area I am very interested in

learning more about. I was wondering if you or someone in your organization would have a few minutes to talk with me.”

Met at a professional association conference, requested an interview in-person:

“Hi, it’s nice to meet you. I’m Jessica Allen, and I’m a graduate student pursuing my Master of Science degree in Early Childhood Education. I enjoyed your presentation earlier today, and I thought the best practices you shared were particularly helpful. I’d love to learn more about your work at West Elm Middle School because once I graduate I’d like to work in a district of similar size. If you’d be willing to meet up for coffee sometime I would enjoy talking about your typical day or the challenges you face in your role. Here’s my card. Can I take your information and contact you to set something up?”

Found contact information on company’s website, reached out via email:

Subject: Master’s student excited to learn more about your career path

Ms. Lee,

I’m Jane, a Master of Business Administration student at Strayer University and because of my interest in learning more about your role at Xavier Inc. I have a working with new business development strategy and am particularly interested in your strategy. Would you be willing to meet with me for 20-30 minutes so I could learn more about your role and career path? I’m available all day Tuesday and Thursday and would be willing to call or meet at your office.

I appreciate your time and consideration, and look forward to hearing from you.

Sincerely,

Jane Donovan

Linkedinprofile/janedonovan

Use a specific email subject to help it stand out.

Personalize the email with the recipient’s name and company to demonstrate your interest in them.

Include a clear call to action by suggesting a specific time frame.

Reference your LinkedIn profile as an invitation to learn more about your experiences.

Following up on your request:

Ms. Lee,

I found an article while conducting research for my Master’s program that I thought you would be interested in reading! The author discusses the importance of effectively communicating through social media channels to provide the consistent messaging to potential clients. I am so interested in connecting with you and look forward to your response to my inquiry. I would love to set up a time to chat about your experience.

Have a great weekend,

Follow up within 3-10 days, unless you received an out-of-office response to the first email.

Include something of value, such as an interesting industry article or link to a blog post, to demonstrate your interest in the profession.

Jane Donovan

Linkedinprofile/janedonovan

Sending a thank you note or email:

Send a thank you note or email within 24 hours of meeting with your contact.

Ms. Lee, ←

Thank you for taking the time to meet with me and discuss your role at Xavier Inc. I especially enjoyed hearing about your career path and the steps that you took to become a social media strategist.

As you suggested, I plan to look into student membership options for the professional association we discussed. It sounds like you have enjoyed your participation with this group and I hope to attend an upcoming event.

Based on the conversation that we had, I thought that you might be interested in this link to a TED talk that I recently watched about innovative ways to connect with customers.

I look forward to staying connected with you!

Consider including a link to a relevant resource to help build a reciprocal relationship and demonstrate your professional knowledge.

Sincerely,

Jane Donovan

Linkedinprofile/janedonovan