

Goals of the Informational Interview

- Obtain up-to-date information about the career field
- Build relationships
- Gain information on upcoming opportunities
- Learn about employment trends
- Expand your career network
- Explore your next career move

Steps for Setting up the Informational Interview

- Research your industry of interest to locate a contact person.
(Contact friends, colleagues, alumni networks, and search on social networking sites.)
- Request for the informational interview to be conducted via telephone or in-person.
- Ask for 15-20 minutes of contact's time. Keep the interview short and simple.
- Conduct as an official job interview with the appropriate attire and an updated resume.

7 P's for Informational Interview Success

1. **Prepare your questions.** Decide what you would like to share and gain from the interview.
2. **Practice prior to interview.** Your preparedness will equip you to handle the actual interview.
3. **Prohibit asking for a job.** The purpose of this interview is to gain information.
4. **Pitch yourself.** Clearly state your goals and the strengths you possess. Tell your story.
5. **Provide a service.** Offer a free presentation or tutorial; send an article about the career.
6. **Probe about other contacts.** Ask about others in the industry that can offer career information.
7. **Propose future conversations.** Express your desire to keep in contact for future reference.

Sample Questions (Task: Circle at least two questions you wish to ask and practice.)Job Description

1. Describe briefly the major tasks of your position.
2. What does your day typically look like?
3. What steps led you into this position?

Preparation

1. What skills are essential for your job?
2. What other career experiences are transferrable in this type of job?
3. Can you think of additional ways to prepare myself to enter this field of work?

Lifestyle Considerations

1. What is the average salary range for a position such as yours?
2. Is there overtime expected in a typical week? If so, how often?
3. Is travel required in your position? If so, how often and how far?

Future Outlook

1. What are the future prospects for your field of work?
2. Are there any professional associations I should connect with?
3. Who else could you refer me to that would be helpful in my career exploration?

Visit <https://bit.ly/200InfoQuestions> for more questions.

Contact Data Sheet

Contact's Name: _____

Job Title: _____

Telephone #/Email Address: _____

Address: _____

Interview Date: _____

Requesting an Informational Interview - Sample Script: "Hello. I am Jane Smith, a second year student at Wake Tech Community College. Is this a good time for you to talk briefly? I heard you speak at an event sponsored by the Raleigh Marketing Association last semester. Although I am not currently looking for a job, I have become very interested in public relations and would like to learn more about the field.

At your convenience, I would like to schedule 15 to 20 minutes to gain advice on how best to prepare to enter the field. Does your schedule offer availability over the next week?"

Meeting Notes (highlights and challenges of the position and/or environment)

Referred Contacts' Names**Telephone Numbers/Email Addresses**

_____	_____
_____	_____
_____	_____

Follow-up Actions**Date**

- ☐ Send thank you note (include information you found helpful)
- ☐ Follow-up with referred contacts
- ☐
- ☐
- ☐