

The Informational Interview:

START

- Identify contacts within the industry in which you are interested.
- Identify contacts that you know are doing a job similar to the one in which you are interested.



Set up a time and date to meet or speak on the phone.

TIP: Remember, first impressions are key, so make sure your first e-mail or phone contact is professional.

PRACTICE if you're nervous, and send the e-mail to a friend or mentor to check for appropriateness BEFORE you send it!



END

Follow up with the contact via letter (hard copy whenever possible!)

TIP: Be creative with your follow-up. Make sure you stay in touch with that contact and keep them up to date on your progress. The more they like you, the more they'll help you.



If you are meeting in person, dress as you would a formal interview.

TIP: If you are speaking on the phone, treat it like an interview. Close the door, keep the dog quiet, keep the music low, keep focused!



Don't leave the meeting without an additional lead/contact, either within the same company or a different company.

TIP: Fill out a meeting report. It will help you stay organized.



Use the Sample Informational Interview Questions at www.joleonard.com/freeproducts.

Choose 5 – 10 questions you would like answered based on your own personal needs and queries.

TIP: Use the Sample Marketing Plan/ Networking Tool as a show and tell, at www.joleonard.com/freeproducts. Call us for more on this.



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