**Recommended Informational Interview Process**

1. The “easy” outreach: Reach out friends, family, former co-workers (people you have a light to strong familiarity with).

*Reach out individually (no mass emails) and ask for a brief phone call (or coffee) for ideas and advice on your job search and contacts that might be helpful.*

1. The “brave” outreach: Reach out to people you don’t know. You will do this by researching company websites, professional organizations’ websites, and LinkedIn. See the “cold email” handout for guidance on language.
2. Ideal call/meeting targets (if it’s a coffee meeting, buy their coffee):
   1. Unemployed: 15+ calls or face-to-face meetings/week.
   2. Employed and in aggressive job search: 5-10 calls or face-to-face meetings/week.
3. *Before the meeting/call ...* 
   1. Research the person (LinkedIn, Google, company website, etc.) and their organization.
   2. Research the industry about which you are asking for current/latest trends.
4. Have 5-10 questions prepared. Ask at least one question that only that person can answer (based on their background, experience, etc.).
5. In your initial email outreach, set the expectation for time (i.e. 20 mins, 30 mins) and purpose of call/meeting (see “cold” email for ideas).
6. *On the call ...* 
   1. Introduce yourself and the call/meeting purpose briefly (60-seconds total).
   2. Ask questions and listen (ask relevant follow-up questions when applicable). The other person should be doing most of the talking ... he/she is the expert from whom you want to learn.
   3. Take notes.
   4. Manage the time during the call/meeting to ensure you don’t go over (respect their time).
7. **The last two questions to ask:** 
   1. **May I connect with you on LinkedIn and stay in touch?**
   2. **Who are 2-3 people you recommend I speak with?** (avoid asking “Do you know anyone... ?)
8. Send an email thank you and physical card thank you (if you have their physical address) within hours of your conversation.
9. Enter your notes/action items into an action item tracker and manage your action plan.

***Sample Questions***

1. *How did you initially become involved in [the field you are pursuing]?*
2. *How did you go about locating your current position?*
3. *What knowledge, skills and abilities are required to perform the work you do?*
4. *Could you describe a typical workday? What do you like and dislike about your work?*
5. *What are some of the advantages/disadvantages of this type of work?*
6. *What kind of advancement opportunities are there in your field?*
7. *Where do you see a person with my background fitting into this field/ company/industry?*
8. *What are the largest obstacles I would be likely to face in this job?*