



# Informational Interviews Guide

How to conduct informational



**In this guide...**

# 1

## Identify careers or jobs you want to explore

### An informational interview starts with understanding what you want to learn about

If you aren't sure which occupation(s) you want to explore, take some time to pinpoint potential career paths and jobs of interest. As a University of Phoenix student you can:

- Complete the [Career Interest assessment](#) to view how your interests align with real-world careers.
- [Explore careers](#) and view required skills, salary and growth information and view day-in-the-life videos.

### Things to consider:

You don't need to be 100% sure about what you'd like to pursue. Remember, interviews can help you gather more information

# 2

## The next step is to identify contacts

The following is a list of suggested channels to source the names of those contacts.

### Personal referrals

Make a list of all the people you know who already work in your industry. Reach out to them at a time to speak with them about their experiences.

### Use your network's network

If you are interested in a role, ask people in your network who they know and see if they can facilitate an introduction.

### Professional associations

Consider joining a professional association related to your career or industry. Reach out to other members' contacts to reach out to. You could also attend a local chapter meeting. Use our [professional association guide](#) for more information on professional associations related to your industry or career of interest.

### Introduction on LinkedIn \*

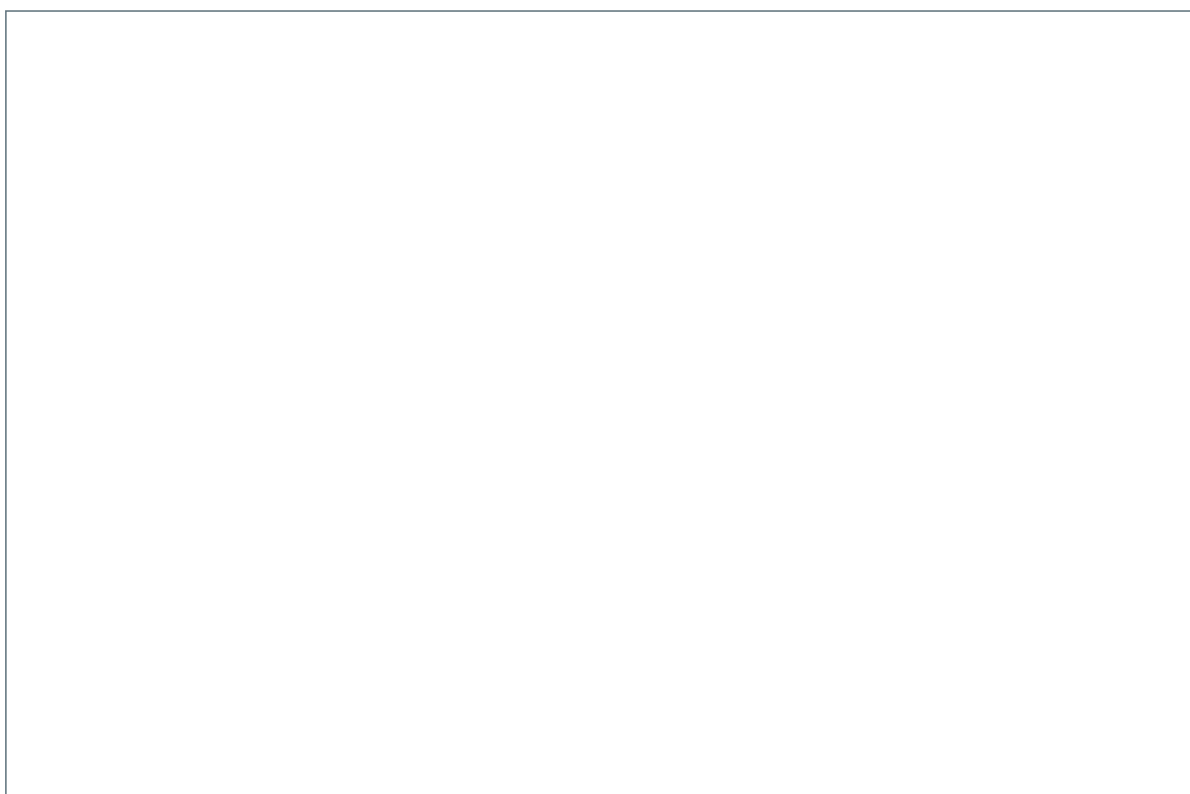
Ask an existing LinkedIn contact to facilitate an introduction or connect with people in the industries you are targeting.

### Organization websites

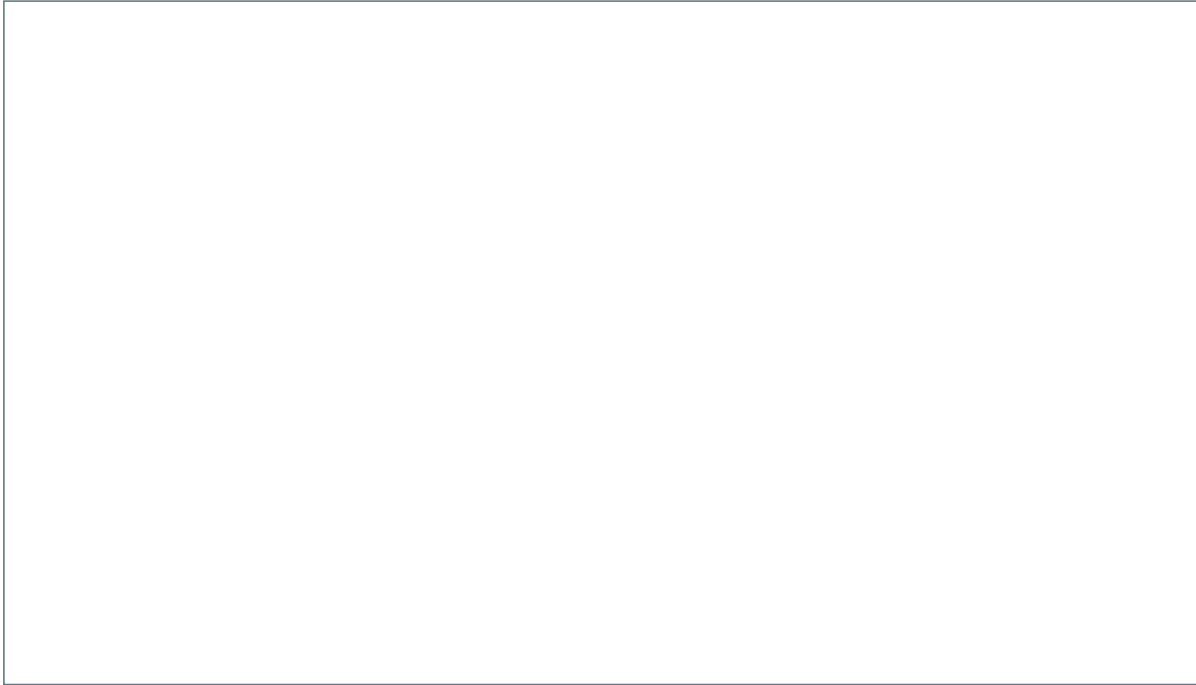
# 3

Once you find a new contact, you are ready to

add new



## Sample voicemail request for an informational interview

A large, empty rectangular box with a thin black border, occupying the central portion of the page. It is intended for a sample voicemail request for an informational interview.

# 4

## Things to do before your call

Preparation is key for any interview, so be sure to take time and read these suggestions before your conversations.

### Do the following:

*Research the interviewee and the employer. Research the industry, job title, responsibilities and salary. Having this information ahead of time will help you prepare relevant questions.*

*This helps ensure you are using your interview time wisely (see specific questions in step 7). Your questions should allow the interviewee opportunities to share their industry insight and professional expertise.*

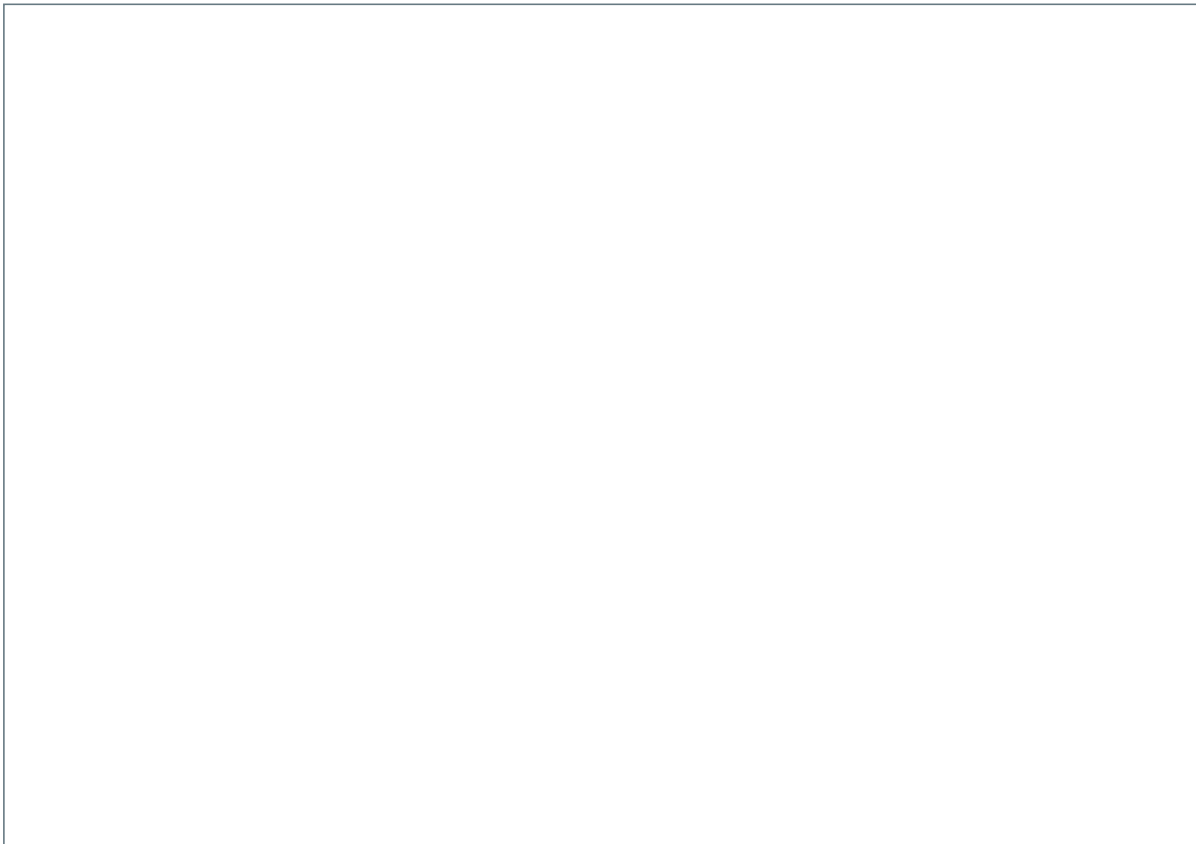
*Just like you would practice for a job interview, you want to practice for your Informational Interview. The Interviewee's time may be limited so you will want to practice and plan your talking points so you can have an estimate of how much time it takes. Practice in front of a mirror or with a trusted family member or friends who will give honest feedback. Practice until you are comfortable asking your questions and you feel like it flows naturally.*



# 5

## Questions to ask for an informational interview

questions in the following categories to keep the discussion



# 6

## Follow Up

### What to say and how to say it

After a conversation concludes, make sure you follow up to build the relationship.

#### Follow these simple principles:

The sample below outlines a recommended follow-up strategy.

- Invite the contact to be part of your LinkedIn® network.

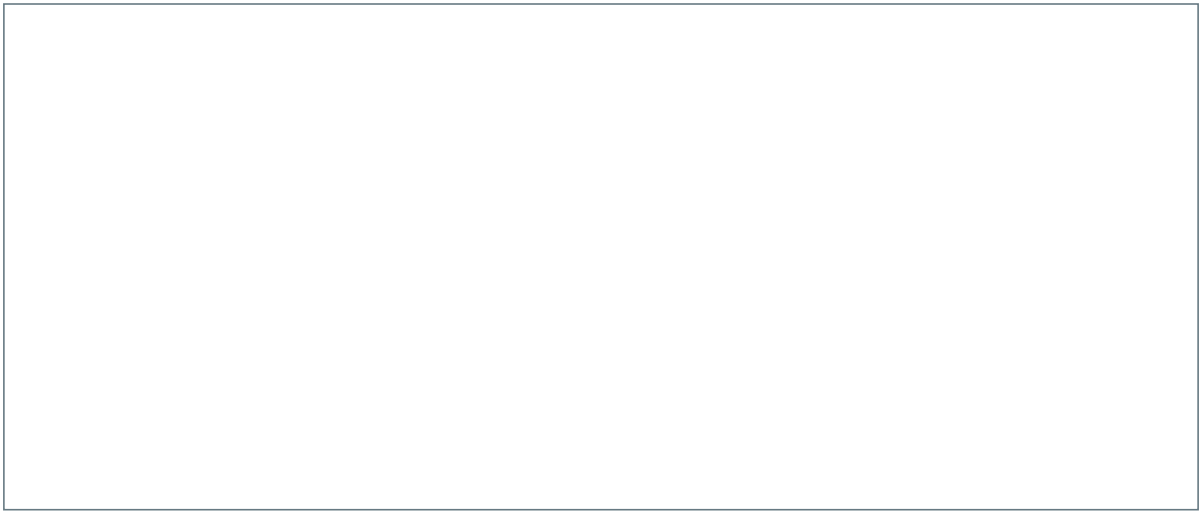
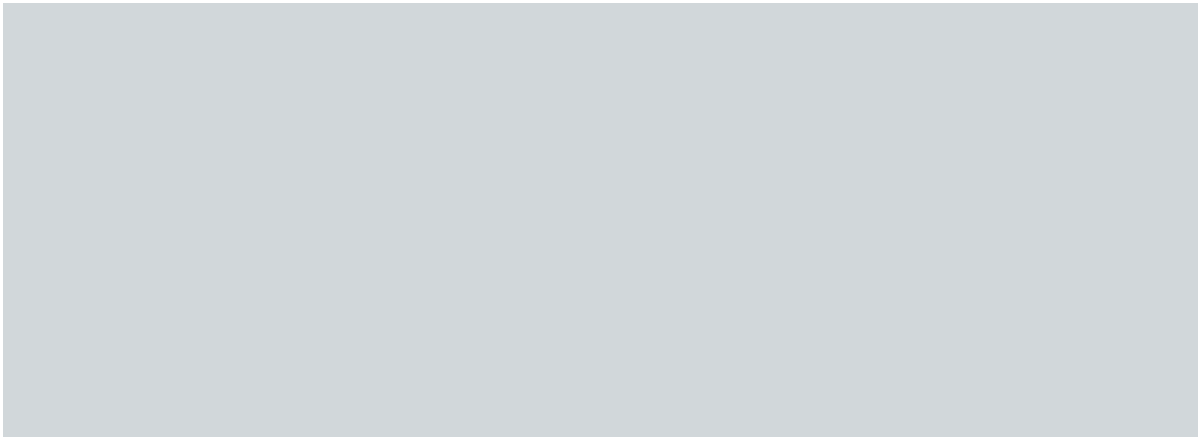
#### Sample follow-up email

It was great talking with you yesterday about how you got your start in [career also really helped me solidify my thinking on the types of companies I am most interested in exploring right now.

Your advice was very helpful, and I wanted you to know how much I appreciated would be most appreciative of any referrals you could provide. I will be plugging into the professional association you suggested and hope our paths will cross again in the future.

# 7

Take it all in



**You've got this!**