

What is an Informational (Info) Interview?

A brief 20-30 minute meeting with someone working in an industry that interests you. You get to ask questions and gain an insider's perspective on a particular occupation, company, and/or industry. It is not a job interview; it's an opportunity to learn firsthand and to build your network.

Before the Informational Interview

Choose someone who works in a job that interests you:

- Ask family, friends, and your Executive Mentor if they can refer you to someone in your preferred industry.
- Do not interview your parents or friends (recent grads).
- Check LinkedIn contacts to see if you can gain an introduction through people you know.

Arrange a mutually convenient time to meet:

- Email or call to schedule a 20-30 minute face-to-face or telephone meeting.
- Offer to treat them to coffee if meeting in person.

Prepare for the info interview:

- Read about the industry, organization, and individual in advance.
- Prepare a list of questions to ask.



During the Informational Interview

Be punctual & professional (business professional or business casual attire):

- Ask thoughtful questions and listen.
- Show enthusiasm, and be able to speak about your own interests and goals.
- Take copies of your résumé (in case you're asked).

Don't put anyone on the spot:

- Don't ask for an internship or job.
- Don't ask how much they make.

After the Informational Interview

Ask for the individual's business card, and thank him/her:

- Follow up with a thank you note or email.
- If you establish a positive connection, try to continue the relationship through occasional updates.



Example Questions to Ask:

- *What are your typical job responsibilities?*
- *What do you enjoy most about your job?*
- *Is there anything you dislike about your work?*
- *What changes do you foresee occurring in this industry?*
- *What advice would you have for someone interested in going into this work?*
- *What is the typical salary range (or the typical starting salary) for this field?*
- *What was your career path?*
- *Are there any other people you would recommend I contact?*

Questions to ask YOURSELF following the informational interview:

- *What did I learn or confirm about the career path discussed?*
- *What questions did I ask that provided me with the most information?*
- *What additional information do I need to find out to be better prepared for my career?*