

Informational Interviewing

One way to find out more information about the industry or field is to set up an informational interview. This is an interview that will provide you specific information about a company, industry or even a particular type of position.

These types of interviews are very helpful to job seekers to clarify a career goal, discover employment opportunities, expand network contacts, and build confidence for job interviews. Keep in mind you are not asking for a job, rather gathering information. You will also want to make this clear to the individual that agrees to speak with you.

Here are a few tips on setting up an informational interview;

- Identify a targeted area that may include the industry, position or company you would like to know more about.
- Brainstorm individuals in the targeted area.
- Set up the informational interview by calling the individuals. Do make sure they know it is for an information gathering session and they are more likely to be receptive to you.
- Plan for the interview the same way you would for a job interview. Research the targeted area and think of questions you would like to have answered.
- Make sure you dress and act professionally.
- After the interview, send a thank you note to show your appreciation.

