Effective Informational Interviews

Tips:

- **Research** the business or organization you are interested in
- **Be prepared** – dress professionally, be on time and have your questions ready
- **Keep it short**, be respective of the professional and their time
- **Follow-up** with a thank you note or email

Sample questions include:

- What is a typical day like in your job?
- What do you like most / least about this career?
- Is your job typical of others in this field?
- What are current job prospects like?
- Are there related fields I might want to look into?
- What makes a resume impressive in your field?
- Is my resume appropriate for this occupation?
- How do you stay current in your knowledge?
- What are employers looking for in this career (skills, education, experience)?
- What's the best way to find out about jobs in this field?
- What is the career ladder for this position?
- What would you recommend I do at this point to get into this field?
- What are the future trends for this field?
- Is there anyone else you would recommend I talk to in this field?

To learn more about a specific company, ask questions like these:

- What's the corporate culture like here?
- How do you normally hire for this occupation?
- What is the average turnover in this type of job?
- Which firms do you think are your toughest competitors, and how do they differ from your company?

**What else do I need to know?**

- **Make a good impression.** This person may provide additional referrals that could lead to a job.
- **Keep it short.** Limit your initial interview to 15 to 30 minutes based on how the conversation is going.
- End the interview with stating any **follow up actions** you will take based on their recommendations.
- **Thank them for their time and information,** and send a thank-you note or email after your interview.