

# INFORMATIONAL INTERVIEW TOOLKIT



How To Convert  
Informational Interviews  
Into Job Offers

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## How To Convert Informational Interviews Into Job Offers

[www.NewCareerBreakthrough.com](http://www.NewCareerBreakthrough.com)  
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## Follow Up For More Success

If you're using informational interviews to look for a new job, chances are no first informational interview with a person will lead to a job interview or job offer.

But an opportunity could quickly appear.

The best way to convert informational interviews into job offers is to simply stay in touch. In this report I'm going to show you the right way to do that.

### **Keep in Touch to Build Your Relationship And Get Referred to Job Opportunities... Including Ones That No One Else Knows About!**

Staying in touch greatly increases possibility that the person you talk during an informational interview to can refer you to appropriate job openings discovered in his or her own company or at another employer.

The person you interviewed has invested time in you, and most likely, the person wants his or her investment to pay off. He or she will want to know what you do with the information he or she has given you, which gives you a great opportunity to stay in touch and develop a relationship.

To build your credibility, maintain your visibility, and create a healthy give-and-take relationship with those you interview, follow up every 3 to 4 weeks by sending something of interest to them, such as:

- Share any outcomes from the actions they recommended in your informational interview
- Let them know about any additional informational interviews you've had and what you learn
- Update them on your job search progress
- Email an interesting article, report or white paper to them about their industry
- Let them know about upcoming industry meetings, lectures, and workshops in the area
- Tell them about a course or program you recently completed that makes you a stronger candidate

On pages 5 through 7, I have included five follow up emails that you can easily copy or customized to stay in touch, build your relationship, and get referred to job openings!

To help you keep track of your 'keep in touch' correspondence, I recommend using an Informational Interview Tracking Form like the one on page 8.

To help you find a new career and job that you'll enjoy, be good at and pays you well.... see more Recommend Resources on page 9.

To Your Career Success,

Jeff

# Sample Keep in Touch Follow Up Messages

## Thanks for the Introduction

Hi (Name),

It was great to talk with you (last week, last month) about (name of career/field).

I wanted to let you know that I reached out to (name of person) as you suggested, and I've set up a meeting to talk with (him/her) about (the purpose of the meeting).

Thanks again for your time and making the (suggestion / introduction)!

Sincerely,

[Your name]

[Your phone number]

[Your email address]

[Link to Your LinkedIn Profile]

## Feedback on Your Progress

Hi (Name),

It was great to talk with you (e.g. last week, last month) about (name of position).

Since we met, I've talked with XX people in the field. Like you, the people I've talked to have felt my skills and interest are a great fit with this (position or career field). It's clear to me that a career in (name of field/position) is the right choice.

Thanks again for taking the time to give me the information I needed to make sure I'm choosing the right new (career direction or job). If I can be of assistance to you in any way, please let me know.

Best,

[Your name]

[Your phone number]

[Your email address]

[Link to Your LinkedIn Profile]

## **Send a Link to an Interesting Article or White Paper**

Hi (Name),

How are you? As you may recall from our previous conversation, I have been exploring the (name of position or career field) to see if it is the right new career for me.

I recently came across this interesting article and I thought you might be interested in what it has to say about (briefly summarize an interesting or controversial point in the article).

Here's a link:

Take care,

[Your name]  
[Your phone number]  
[Your email address]  
[Link to Your LinkedIn Profile]

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## **Send a Link to an Upcoming Industry Conference or Professional Association Meeting**

Hi (Name),

I hope you are doing well.

I just saw the (name of professional association) is hosting a meeting on (date) that will feature (Name of presenter) talking about (name of topic)

Here's a link to more information about this meeting: (link)

By the way, I've talk with many people in (name of field) and have decided it's the right field for me. I am going to start working on my career transition now!

As always, if I can be of assistance to you in any way, please don't hesitate to contact me.

Best,

[Your name]  
[Your phone number]  
[Your email address]  
[Link to Your LinkedIn Profile]

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## Let Them Know About a Course or Program You Just Completed

Hi (Name),

I wanted to let you know that I revised my résumé to include the recent course I completed in (subject).

I learned a lot of (new skills, strategies) that will help me be an even better asset to an employer.

If you know of anyone looking for a (name of job title) with this kind of knowledge, please feel free to forward my information to them.

Thanks again for your assistance. As always, if I can be of assistance to you in any way, please do not hesitate to ask.

Best,

[Your name]

[Your phone number]

[Your email address]

[Link to Your LinkedIn Profile]

## Informational Interview Tracking Form

**Name of Contact**

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**Email & Telephone**

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**Position & Company**

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**Address**

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<b>Date of Contact</b>	<b>Purpose of Contact</b>	<b>You Notes &amp; Comments</b>	<b>Next 'Keep In Touch' Follow Up Date</b>





## **Free Consultation Offer With Jeff Neil**

I've helped thousands of clients to quickly figure out the right new career for them and help them land that job.

I invite you to schedule a free career coaching consultation with me to discuss how I can support your career success too.

On our call, we'll talk for 15 minutes about your career situation and my three-step Career Choice Clarity program.

There are two easy ways to arrange a free consultation session.

One way is to take action on your career right now... and schedule a consultation by clicking here to schedule a day and time that work best for you at [www.CoachingConsultation.com](http://www.CoachingConsultation.com)

Or send an email to [Jeff@NewCareerBreakthrough.com](mailto:Jeff@NewCareerBreakthrough.com)