

INFORMATIONAL INTERVIEW TOOLKIT



Sample Request Letters for
an Informational Interview to
Get the Exact Help You Want

JEFF NEIL

Founder of NewCareerBreakthrough.com



By Jeff Neil

www.NewCareerBreakthrough.com

Jeff@NewCareerBreakthrough.com

1-646-413-0020

Copyright Jeff Neil. All rights reserved.

This ebook contains proprietary content and must not be duplicated, distributed, or trained from without written permission.

No portion of this material may be shared or reproduced in any manner under any circumstance whatsoever without advance written permission from New Career Breakthrough.

For permissions requests, contact:

New Career Breakthrough, 799 Broadway, Ste. 622, New York, NY (646) 413-0020

An email, letter or phone call can be an effective way to request an informational interview. My experience is that about half of all people will respond positively to well-written request for an informational interview.

Here is the information you want to include in your request for an informational interview:

- => Your connection to this person, if any (e.g. alumni, mutual acquaintance, social group, common interest)
- => A brief introduction about yourself that 'builds your credibility'
- => Your request for an informational interview, including a brief explanation about why you would like to talk with the person specifically and what information you would like to learn
- => Your assurance that you will be asking for career advice during the informational interview and that you are not going to ask for a job
- => A respectful closing

Like a cover letter and résumé, grammar and spelling count in requests for an informational interview.

For requests to people you don't know, err on the side of formality and don't use shorthand found in texting and instant messages.

Sample Emails Requesting An Informational Interview

Sample email to an alumni connection to learn about careers in a specific career field or company

Hi (first name),

I'm a fellow NYU alumnus who has spent the last decade in freelance creative producer roles. Most recently, I worked for Barclays bank overseeing content creation for the world's largest LED screen.

After a successful freelancing career I am considering transitioning into full-time position, and it seems like creative services could be an interesting fit for my operations skills and creative experience.

I was wondering if for 10 to 15 minutes I could ask you some questions about your position and field. I want to assure you I am not going to ask you for a job. I am just hoping to learn about what you do to see if this would be a good career move.

My sincere thanks for taking the time to consider this request.

[Your name]

[Your phone number]

[Your email address]

[Link to Your LinkedIn Profile]

Sample email to a person who you have no LinkedIn or social connection to – but you do have common interests or background - to learn about making a career transition

Dear (First Name),

I am an active member of the Northeast surfing community in New York and New Jersey, a volunteer with charity surf events and a supporter of the surf community, which, as you know, was recently hit hard by Hurricane Sandy.

For the last 12 years I've worked in business development and operations management in the health and fitness industry. I am currently considering a career transition into the surfing industry - It's an industry I am passionate about, and I am confident my background, skillset, and personality would add value to the right company.

I am writing to you specifically as I came across your profile on LinkedIn, and we seem to have some things in common: former athletes, both with backgrounds in finance, and a passion for the boarding lifestyle (surf and snow).

I would like to ask you some questions about Quiksilver and suitable careers in the action sports apparel industry so I can find where the intersection of my skills, experience and passion is in your industry.

I would be extremely grateful for 15 minutes or so of your time for an informational interview. Your professional advice would be invaluable. I'm confident that your firsthand knowledge and experience can assist me in figuring out where the intersection of my skills and the industry lies.

Thank you for considering my request. If you would reach back out to me I'd be grateful.

Sincerely,

[Your name]

[Your phone number]

[Your email address]

[Link to Your LinkedIn Profile]

Sample informational interview request email when you have a mutual connection:

Dear Tina,

William Smith, Assistant Dean for Communications at Name of University, suggested that I contact you and asked me to pass along his regards.

Mr. Smith mentioned that you have broad experience in a variety of roles in both for profit and not-for-profit organizations and that you could offer great insights regarding to the field of Communications.

As a recent graduate of Name of University, I hope to pursue a career in communications that uses my passion for writing, social media and people. I would like to schedule a 15-minute conversation with you at your convenience to hear your thoughts about the best types of positions that may match my skills and interests. To be clear, I'm not seeking your help to land a job at your company specifically, but I am looking for invaluable career advice of an accomplished and experienced professional such as yourself.

Thank you for considering my request, and I hope we have the chance to meet or talk in the near future. Please feel free to email me or reach me at (xxx) xxx-xxxx.

Gratefully,

[Your name]

[Your phone number]

[Your email address]

[Link to Your LinkedIn Profile]

Sample email to someone you don't know and you want to ask them questions to learn about potential careers at their specific company

Dear Andrea,

I am a fellow graduate of the University of Alabama with 7 years of experience in operations management and administrative support.

I have been an avid fan and user of Facebook for many years. I would love to talk with you briefly about my skills and professional background, and to hear your ideas on where I might be at good fit at Facebook.

To be clear, I am not asking for your help to land a job at your company. Perhaps you might have a few pointers on where my operations and administrative services background could fit in at Facebook. I'm sure your quick advice and insights would be extremely valuable.

I will be in San Francisco between September 2nd and 14th. Would it be possible for us to meet briefly? Or, if you prefer, I'd be happy to talk by phone.

Thank you for taking the time to read this. If you would reach back out to me I'd be grateful.

Sincerely,

[Your name]

[Your phone number]

[Your email address]

[Link to Your LinkedIn Profile]

Sample email to someone you don't know and you want to ask them questions to learn about a specific position at their company

Dear Andrea,

I am a fellow graduate of the University of Alabama. Go Tide! I have 7 years of experience in digital marketing, social media management and audience development with leading consumer product brands.

I have been an avid fan and user of Facebook for many years. I would love to talk with you briefly about my skills and professional background, and to hear your ideas on where I might be a good fit at Facebook.

Perhaps you might have a few pointers how to best position my experience to appeal to hiring managers. I'm sure your advice and insights would be extremely valuable.

I will be in San Francisco between September 2nd and 14th. Would it be possible for us to meet briefly? Or, if you prefer, I'd be happy to talk by phone.

Thank you for taking the time to read this. If you would reach back out to me I'd be grateful.

Sincerely,

[Your name]

[Your phone number]

[Your email address]

[Link to Your LinkedIn Profile]

Subject Lines For Emails Requesting An Informational Interview

To get people to open your emails, I recommend using a subject line that combines your connection to the person (if you have one) and a request for information:

=> Here are some sample email subject lines that you can use as models:

=> Baruch College Alum Seeks Your Insights

=> Fellow Kiwanis Club Member Hoping To Talk With You

=> Former Tau Kappa Epsilon Chapter President Seeks Info On (Name of Industry/Position)

=> Friend of (Name) Seeks Your Views

=> Volunteer At Surfers For The Environment Would Like Your Advice On (Name of Industry/Position)

Personal Career Coaching to Find the Right Career and Job for You

Free Career Coaching Consultation Offer

Want expert help to identify the right career faster and easier than if you did it on your own?

I can help you:

- **Identify your best skills and abilities** that can be transferred to great career options... so you don't have to 'start over' or take a pay cut
- **Pinpoint great career options for you**... including careers that you never considered or knew existed
- Eliminate obstacles that keep you from identifying and landing the right new career for you
- Help you **create a powerful and persuasive resume that gets employers to call you**
- Show you the best and research proven job search strategies to **get more interviews faster**... even though you do not have all of the required skills, experience or education
- Learn little known interview strategies, so you **stand out and get more job offers for more money**
- Keep you focused, confident and moving forward steadily so you make your career transition faster

If you can imagine how this support and expertise could help you discover the right new career and job for you, I invite you to schedule a free 15-minute consultation.

There are three easy ways to **set up a free career coaching consultation**:

=> Call me at (646) 413-0020

=> Email me at Jeff@NewCareerBreakthrough.com

=> Go to www.CoachingConsultation.com to schedule a consultation for a day and time that work best for you.

Go ahead and schedule your free career coaching consultation at no risk whatsoever.

This could be exactly the support you need to have the career satisfaction and success you want.

To Your New Career Breakthrough,

Jeff Neil