What is it?
An informational interview is about networking, informational contact and establishing your credibility to a potential future employer. With an informational interview, you have the opportunity to learn more about a career, company, industry. If you do it right, it could lead to future employment.

WHY?
Explore careers, industries and companies. Expand your professional network. Practice and build real-world interview, salary negotiation skills.

DO YOUR HOMEWORK
Leverage the information you gathered about the industry to decide who to talk to during the informational interview. Research companies in which you're interested. Research the companies as much as possible. You want to come off as genuinely interested and knowledgeable about the company. Tailor your questions to the role you're interested in and the company you're interviewing with. Ask questions that demonstrate your knowledge about the company and the position you're interested in.

REACH OUT
Reach out to people in the industry that you are interested in and express your desire to learn more about the industry. Be genuine in your approach. Hi, Joe,

Hi, Joe. I recently graduated from college and I'm currently looking for a job in the advertising industry. I came across your name and I'm wondering if you'd be willing to have an informational interview with me. I'm interested in learning more about your role at the company and the industry in general. Let's talk about your experience and any advice you have for someone just starting out in the industry.

THE INTERVIEW
Ask Questions and Then Listen
Ask questions and then listen. You're not just there to ask questions, you're also there to learn. Ask specific questions about the company, the industry, and the position. Be engaged and ask thoughtful questions. Take notes during the interview. After the interview, send a thank you note to the interviewer. Let them know you appreciate the time they took to speak with you and that you're excited about the opportunity to possibly work for their company.

EXAMPLE QUESTIONS
Questions about the industry:

Questions about the specific role:

Questions about the company:

Questions about you:

Would you be willing to give me some feedback on my resume? What is the typical interview process like for the position I'm applying for? How would you describe the company culture? Would you be willing to give me some feedback on my resume? What is the typical interview process like for the position I'm applying for? How would you describe the company culture?

If you're interested in learning more about the industry or the company, reach out to them directly and schedule an informational interview.