






SECTION 3 PREVIEW:

# #AskCheeky

## How To Set Up An Informational Interview



CHEEKY SCIENTIST

SECTION 3 PREVIEW:

### THE NETWORKING INFORMATIONAL INTERVIEW

- The informational interview is also to network.
- Let them meet YOU. Who are you as a person? What's your personality?
- Talk them through your work. They can see it online, but YOU tell them about it. Tangible items are also nice here.
- Provide a business card and printed resumé.
  - MAYBE: Have a Leave-Behind (only if it's really good) with all contact information before you go.
- Within 24 hours of the interview.
  - Send a branded email that day or the next.
  - MAIL a branded hand-written Thank You when done.
  - THEN keep in touch!
    - When a job or last-minute freelance comes up at her/his job (or friend's shop), you are top of mind.

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• JOB HUNT JOURNAL

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### BUT...

This letter doesn't even ask specifically for an informational interview. The answer would be YES or NO. That would mean no ongoing network or relationship. It lets the person know you will be contacting them (and that they can contact you before). You keep track of when you say you would do this in your Job Hunt Journal (in the future – not required for this class). And then you CALL THEM.

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SECTION 3 PREVIEW:

### COVER LETTER

#### TO WHOM?

#### MAIL TO A SPECIFIC INDIVIDUAL IN ORGANIZATION

#### TO REACH OUT TO THESE INDIVIDUALS, USE YOUR JOB HUNT JOURNAL

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Call to be sure someone still works there and his/her/their title, but DON'T ask where you can send your resumé. Why not?

• JOB HUNT JOURNAL

### 'BUDDABING – BUDDABANG – BUDDABOOM.

#### YOU SHOULD BE IN AND OUT LIKE A HIT TEAM OF NAVY SEALS."

SECTION 3 PREVIEW:

### PROOFREAD

#### NO MISTAKES!

- Get someone to proofread your letter.
- Perfect grammar
- Spelling and typesetting should be perfect
  - No rivers, orphans, widows, hyphens
- DO NOT SPELL NAMES INCORRECTLY

## Let's eat Grandma or Let's eat, Grandma

### PUNCTUATION

It saves lives

section 3 COVER LETTER #3 - FYI SECTION 3 PREVIEW:

## explanation

This second cover letter does not use a template like the required Cover Letter for the rest of the class. The other letter is easy to write because it responds directly to a job posting, which means the "to" message is easy to compose (even without a template). The reason for an interview is the logical next step for said job, and the recipient is expecting the letter.

This letter is about building a network, asking for somebody's time, opinions, and guidance by asking for something that is more an informational interview. The letter must imply that person's time is valuable. The request also shows respect that you are asking for that person's opinions due to their professional standing. The conversation is also the start to an ongoing familiarity - you now are at least acquainted with this person. One of the challenges is that you cannot ask for an "informational interview" because the term implies something that is more than informal dialogue.

Sound confusing and vague? It is...until you understand it and the valuable opportunities that come from this kind of meeting. Once you write one with obtained research (Job Hunt Journal) and get said meeting, it becomes easier and obviously necessary for future success.

SECTION 3 PREVIEW:

### WHAT IS THE "INFORMATIONAL INTERVIEW"?

If you want to know more about a career, consider asking someone with first-hand experience for an informational interview. This brief meeting is an effective way to learn more and gain advice from someone with experience in a job, career path or industry that interests you. The interview provides insight into the realities of working in a certain position or field, whether the role is a good fit for you and if you should pursue it. It is also an opportunity to build your network and may provide an opportunity for a portfolio review.

SECTION 3 PREVIEW:

### WHAT IS THE PURPOSE OF AN INFORMATIONAL INTERVIEW?

An informational interview is an informal question-and-answer discussion between a job seeker and an employed professional to learn as much as possible about a certain career, industry and/ or company culture. It is not a job interview - it is closer to an informal conversation. These interviews typically last 15-30 minutes. The goal of a successful informational interview is to come away from the conversation with a clearer picture of a career, industry or company knowledge. Other benefits include:

- Increasing network contacts
  - Learning how to research or screen careers, positions or employers
  - Preparing for future job interviews
  - Learning how to ask direct and follow-up questions
  - Learning steps to pursue a potential career
  - Recognizing your strengths and weaknesses for a potential role

SECTION 3 PREVIEW:

### HOW TO SET UP AN INFORMATIONAL INTERVIEW

It's important to take the right steps when considering an informational interview. Ask yourself the following questions to lay the foundation for the meeting, stated in the letter.

- What are my goals for an interview? Consider your goals for the informational interview. Are you more interested in this professional's skills and experiences, their company or information about the industry? You're more likely to receive a positive response from the person if you can clearly communicate what you hope to gain from the meeting. For this letter, also consider the opportunity for them to review your portfolio; however, it is not the main goal.
- Who should I interview? Use your Job Hunt Journal: Go for the Creative Director, Art Director, or similar who would do what you want at that company. Consider asking for an interview with someone in your industry, field or a company that interests you. Ideally, you want to meet someone working in your dream role at your dream company. You might consider reaching out to someone who:
  - Works at a company where you may seek employment.
  - Has experience in your career path or industry.
  - Attends a university where you may seek admission
  - Teaches higher education programs related to your career interests.
  - Holds certifications or credentials that you're interested in pursuing.
  - Has an education or professional background similar to what you have

**COVER LETTER WS - F11** **SECTION 3 PREVIEW:**

Once you decide who you want to ask for an interview, do your research to find out more about them. Use that Job Hunt Journal for research, scheduling when you say you will contact the:

person, all communication before an interview (via phone, Zoom, or in person), and finally, your experience directly after the interview.

**COVER LETTER WS - F11** **SECTION 3 PREVIEW:**

**HOW DO I ASK FOR AN INTERVIEW?**

Now that you've decided who you'd like to interview, it's time to ask if they're interested. This should be done **privately** by email, online platform or social media that allows messaging. It's not appropriate to ask for an informational interview across an open social media platform such as Twitter or Facebook. **Your message should be professional and polite, clearly stating why you are specifically reaching out to them.**

**COVER LETTER WS - F11** **SECTION 3 PREVIEW:**

**PARAGRAPH #3 (OR #4): CONCLUSION**  
**• HOW THIS WORKS WITH YOUR JOB HUNT JOURNAL**

- **Thank them** for their time (as, to even read your letter, though you won't state that)
- **Thank the email:** You ask for a meeting about how you are willing to talk to someone about the business in the area and this person/company is open in your category
- **Reference:** You won't take up much of their time but do be to appreciate or presumption to read them
- **Use BOLD\*** Not a lie, but don't leave it up to them to contact you. **YOU take control.**

**WHEN YOU WILL CONTACT THEM.**  
 That's what you have your Job Hunt Journal for. You must track them down and be slightly aggressive about this. Don't let you go to sleep about them, but not just "because... maybe if you don't say hello to me... in my mind...". **Go after them when you will get nothing. THE CREATIVITY FOR HOW YOU MARKET IS INDIVIDUALLY COMPETITIVE.**

Then you write down in your **JOB HUNT JOURNAL** when and to whom you sent this.

**CALL THEM\* WHEN YOU SAY YOU WILL.**

**section 3** **COVER LETTER WS - F11** **SECTION 3 PREVIEW:**

**BE COURTEOUS AND APPRECIATIVE**  
 Remember the interview is not meeting with you as a professional duty but as a favor to you. In both the introductory email or phone call and the conversation itself, let them know you appreciate their response to either that and that you are grateful for the opportunity they've given you. You should also mention your intention to be grateful about and not just particular job.

**FIND OUT WHAT YOU WANT TO KNOW**  
 In doing your research and keeping the information about you can use the remaining time to ask about all the details you are interested in concerning. Focus on to determine if a field or industry is right for you. Focus on specific questions about the person's experience within the industry. If you are interested in working at their company, your questions should focus on that. Use your list of questions to help keep the conversation on track and to learn to take notes.

**USE THE OPPORTUNITY TO NETWORK**  
 The interviewer's regular question about general questions is a chance. Your second question should encourage the interviewee to elaborate on their details. To go deeper into their own experience and to help you gain questions to their answer.

**BE ASK ASK FOR A JOB**  
 Remember your purpose to seek advice and information. Don't just offer asking for a job may make them more interested and less likely to answer questions. Ready.

**USE THE OPPORTUNITY TO NETWORK**  
 You can expect the person you are talking with to know others who may be willing to share information with you. Use the first minutes of your informational interview to see if there is someone that you can talk to who can help you improve your knowledge even more. There is to be as specific as possible. Based on answers during the conversation, you can determine what areas you want to know about. **Use asking the specific requests will increase the odds of your interview finding of someone who can help you.**

**COVER LETTER** **SECTION 3 PREVIEW:**

**PARAGRAPH #3 (OR #4): CONCLUSION**

- Restate in one sentence how you can add value to their firm.
- Show your interest in the company and **thank them** for their consideration.
- Using your Job Hunt Journal (again):
  - Assuming you have a contact name and can follow up, **let the person know you will contact them and then DO IT!** (about 1 week is a good timeframe.)
  - Relative to your Job Hunt Journal, this is for a Tier 1 or Tier 2 cover letter.
  - If there is not a contact or an email and you have applied through a website, there's not a lot you can do.
- State how they can reach you and encourage them to do so. **Email and phone number with area code.**
- Encourage them to **go to your website and connect on your socials.** State them again, even if the letterhead has them. If this is an interactive platform (interactive PDF, email, etc.), hyperlink if possible.

Then you write down in your **JOB HUNT JOURNAL** when and to whom you sent this.

**CALL THEM\* WHEN YOU SAY YOU WILL.**

**SECTION 1:**  
**JOB HUNT JOURNAL**

**SECTION 1**

- SECTION 1 PROJECT SHEET
- Business Plan A
  - BUSINESS PLANA
  - Idea Board
  - IDEA BOARD.JPG
  - Job Hunt Journal
  - JOB HUNT JOURNAL
- SECTION 1 SELF-EVALUATION
- SECTION 1 FINAL GRADE

Job Hunt Journal

**JOB HUNT JOURNAL**  
 Job 1 | 1/21

What details about this role and follow interviews on the 2/22/23 2023/1/21

How can you use this to the benefit. Don't get lost in PDF from your meeting 2

**Support file to help your research:**

- [Job Description for a Marketing Specialist](#)
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**REMITTANCE to design jobs on these boards:**

- [Job Description for a Marketing Specialist](#)
- [Job Description for a Marketing Specialist](#)
- [Job Description for a Marketing Specialist](#)

**Get on our list for off work looking:**

- [Job Description for a Marketing Specialist](#)
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