

Developing a Script for Informational Interviews

Use this form to develop a script before contacting someone for an informational interview. This is a great way to structure the conversation and helps you prepare what you are going to say, the questions you would like to ask and organizes your contact and follow-up information.

This tips sheet will give you some ideas to get you started as you explore new options.

- Date
- Name of Contact
- Follow-up date
- Contact Information: Phone #
- Email
- Your Introduction: Hi, my name is
- How did you find out about them?
- Your questions
- Appointment

Things to Consider when Developing your Script

- Record the date you spoke with your contact and a follow-up date if required.
- Consider various contact methods: phone, email, social media connection.
- Introduction: use your elevator pitch or tell them information about your background and ask for 10 – 15 minutes of their time. Remember, you are asking for information – not a job.
- Tell the person you are interviewing how you found out about them (referral, website, job ad, newsletter or other publication, business pages, etc.) This is where you can let them know that you are looking for advice from an expert.
- What do you already know? Having done some research already about the occupation, company, or industry, let them know your findings –something that stood out to you.
- Make a list of questions to ask and prioritize them asking the most important first.
- If you are setting up an appointment time to meet, record the date, time, and meeting place.
- If they are providing you with a referral to someone else, record the name and contact info.
- Thank the person for taking the time to speak with you and you appreciate the: information they have provided; the referral they have given you; or you look forward to meeting them.
- Send the person a Thank You note either by mail, email, or through LinkedIn.