

Steps for Informational Interviewing

- 1) **Identify the geographic area** in which you would like to work (California, Chicago, Atlanta, etc.) OR the industry
- 2) **Identify companies.** Figure out which corporate headquarters or branches are located in the area you want to search.
 - a. Do an Advanced Search in [Mergent Intellect](#). You can select companies by industry, geographic location, revenue, number of employees, etc.
- 3) **Identify contacts** (by company, function, job title)
 - a. Join the [UB Career Connector Network](#) on the Get Advice side. Use your UB email address. Identify and contact alumni/friends that you'd like to connect with.
 - b. Use LinkedIn to do an advanced search for alumni. ([Instructional video](#))
 - c. [LinkedIn – Alumni page](#). This is a different link than the regular LinkedIn page
 - d. From friends, family, classmates, faculty, staff or other alumni
 - e. Contacts through clubs or professional associations
- 4) **Draft an email** to send to the contact. It should be professional and in complete sentences. Remember....all you are asking for is a little time and some information. If this company is a top choice for you, be sure to do research before you reach out to the contact. In this way, you can write a more unique email by using information from your research.
 - a. [Networking Tips](#)
 - b. [MentorLink](#)
- 5) **Send emails and keep a record** of them (Person, company, title, email, date sent, result)
 - a. Most students use an Excel tracking document for this (available at [Career Blueprint](#))
- 6) **Schedule an appointment time** to speak to them
- 7) **Conduct research** on the company prior to your appointment
 - a. Review company website, understand their mission and core competencies
 - b. Review the company's job postings
 - c. Review any news items or headlines
 - d. Review the contacts LinkedIn profile (or online presence)
- 8) **Create tailored questions** to ask
 - a. [40 Questions to Ask](#)
- 9) **Send a Thank You**
- 10) **(Optional) Follow up** to begin building a networking relationship