

Networking via Informational Interviews

This playbook outlines the steps to effectively conduct informational interviews with professionals to gain industry insights and expand professional networks.

Step 1: **Identify**

Identify professionals within the industry you are interested in by researching companies, roles, and individuals on platforms like LinkedIn, industry directories, and through your existing network.

Step 2: **Reach Out**

Reach out to the identified professionals with a polite, concise, and personalized message. Your email or LinkedIn message should introduce yourself, state the purpose of the interview, and propose several time slots to meet.

Step 3: **Prepare**

Prepare for the interview by researching the professional's background, their company, and the industry. Craft thoughtful questions that cannot be easily answered with a simple online search.

Step 4: **Conduct**

Conduct the informational interview respectful of the professional's time. Ask your prepared questions, actively listen to their responses, and engage in the dialogue to gain in-depth knowledge.

Step 5: **Thank**

Send a thank-you note or email within 24 hours of the interview. Express gratitude for their time and insights, and mention any specific advice or information that you found particularly valuable.

Step 6: **Follow-Up**

Keep in touch with the professional after the informational interview. Share updates about your career progress or interesting industry news. This helps maintain the connection and can potentially lead to more opportunities.

General Notes

Respect

Always be respectful of the professional's time and availability. Do not press for a job or favors; the aim is to learn and network.

Confidentiality

Respect any confidential information shared during the interview and do not disseminate it without permission.

Reciprocity

Consider ways you can offer value in return, such as sharing an article or offering assistance in areas of your expertise.