



HOW TO REQUEST, PREPARE FOR, AND MAKE THE MOST OF INFORMATIONAL MEETINGS

The conversations you schedule today could open the door to future career opportunities tomorrow.

#1 REQUEST INFORMATIONAL MEETINGS.

- Ask only people you know or are connected to.
- Send the request over email. Everyone uses it and checks it multiple times a day, which means your message is more likely to be seen. Send a LinkedIn message asking for an informational meeting as a last resort.
- Use an interesting, enticing subject line.
- Explain the purpose of the meeting: To gain information and insights (not a job).
- Don't call it an informational interview. Call it a conversation or career research.
- Ask for a short meeting, 20-30 minutes. Most people can fit this into their schedules.
- Ask for a face-to-face meeting. If logistically possible, request an in-person meeting (at a place that is convenient for the person you are asking) or video call.
- Suggest meeting dates. Make it easy for the person you are contacting to respond. The less back and forth required to pin down a date, time and location, the better.
- Remind them who you are (using one of your pitches) and include a link to your LinkedIn profile. Keep this concise. Only include the most relevant information.
- Make sure you are crystal clear about the topics you plan on covering.
- Do not ask for a job. Don't even mention the word job.
- Include a value proposition that focuses on the problem you will solve for a potential employer, not what you need or want.



- Put the needs and interests of others first. How would the person benefit by meeting with you? How can you help?
- Keep your request free of hidden agendas.
- Prepare for likely objections, such as “I don’t know of any jobs,” “I don’t do the hiring,” “I’m too busy,” such as: “I understand, but I am actually looking for people to have a conversation with so that I can learn more about XYZ company (Q industry or P occupation or career path). I’m not expecting a specific opportunity as a result of our conversation. If you were me, who do you think I should speak to?”

x ● ● ●

MEETING REQUEST MESSAGE TEMPLATE

Subject:

[Name of mutual connection] recommended I reach out to you

Hi [Name],

(If this is someone you have been introduced to, start by saying: I received your name through [NAME OF SOURCE] as someone who would be knowledgeable of industry trends and life at [COMPANY NAME].) I am interested in meeting with you to learn about the culture at [NAME OF COMPANY] and what trends you are seeing in your area of expertise [OR SPECIFIC AREA IF KNOWN]. I’m currently attending (or I graduated from) [NAME OF SCHOOL] and am interested in [CONCENTRATION/TYPE OF ROLE]. I’ve had success [INSERT VALUE PROPOSITION]. I realize your schedule is probably very busy, however, I was hoping you would have 20-30 minutes to meet sometime within the next couple of weeks [OR INSERT A COUPLE OF DATES]. I’m flexible and able to meet at a time and location convenient for you or have a short call.

Thank you for your consideration.

Regards,

Your name

Your email

Your phone number

Your LinkedIn profile URL

Write a message...

SEND »



#2: SET INFORMATIONAL MEETING GOALS FOR YOURSELF, SUCH AS:

- #s of contacts: _____
- # of meetings: _____
- Meeting frequency: _____

#3: PREPARE FOR YOUR INFORMATIONAL INTERVIEW.

- Practice how you will introduce yourself in the meeting (refer to your pitch options).
- Draft questions you will ask, such as:
 - What advice do you have for working in _____ (industry, profession)?
 - How have you advanced your career?
 - Do you have any recommendations of other colleagues I may be able to connect with?
 - Thank you for your time. Is it okay to keep in touch?
- Use this general format to frame your meeting:
 - Greetings, small talk: 3-5 minutes
 - Pitch yourself/go over purpose of the call: 3-5 minutes
 - Ask questions: 10-15 minutes
 - Thank you, ask for contacts, offer help: 3-5 minutes



#4: KEEP THE RELATIONSHIP GOING.

- Before and during the conversation, listen for opportunities to offer something in return.
- Sending a thank you message after the meeting is just the first step.
- Follow up with a helpful article or case study.
- Offer to make introductions to someone from your network that the person may benefit from meeting.
- Share industry news and updates on your job search progress.
- Give progress updates based on suggestions they've given you.

HOW TO CONTINUE THE CONVERSATION WITH NEW LINKEDIN CONTACTS

1. Start engaging with the content they share, post, or comment on
2. Send a message thanking them for connecting, such as:
 - “Thanks so much for accepting my invitation to connect. I really appreciate it. (As a reminder, I'm the recent graduate who reached out to you).”
 - “I have a few questions about (X company or industry). Could I send my questions to you in an email or here on LinkedIn? Or if you have 10 minutes, can I get on a call with you?”