

Informational Interviews Cheat Sheet



Questions

About Their Sector

- I've come along today to find out as much as I can about working in [industry]. What do you most enjoy about working in [industry]?
- What do you find most challenging about working in [industry]?
- How have things changed in recent years in [industry]?

About the Role

- What are your main responsibilities as this [position]? What does your typical day look like?
- What type of problems do you deal with? What decisions do you make?
- What do you most enjoy about your job? What achievements get rewarded in this line of work?

About Finding Work

- What got you interested in working in [industry]? What skills, experience and training are vital in [industry]?
- What's the usual route into this kind of work? Tell me about the start of your career?
- What are the usual career paths in [industry]? What steps would you recommend I take for getting a job in [industry]?

Follow Up

- How can I find out more? Who else would be good to talk to for finding out more about working in [industry]?
- I prefer not to call people cold. Would you be willing to give me an introduction?

Cold Calling Script

Hello. My name is [your name], and I'm doing some research on what it's like to work in [industry]. If possible, I'd like to schedule 15 minutes at your convenience to ask you a few questions about working in [industry]. Would you be available to do that?

If they ask whether you're looking for a job:

I'm exploring my career options right now, and the conversation would be to give a feel of what it's like to work in [industry].

If they explain they're not the right person to talk to (e.g. a secretary):

I'm sorry to bother you. Might you be able to put me in touch with the best person at [company] to talk to about this?