

INFORMATIONAL INTERVIEWS

BUILDING RELATIONSHIPS & UNLOCKING OPPORTUNITIES



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HOW
TO REACH OUT

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EVERYONE LOVES TO HELP



A COLLEGE STUDENT

WHAT IS AN INFORMATIONAL INTERVIEW?

In the most basic of explanations, it is an interview where the tables are turned. You are interviewing the other person and you're asking them to share "information" with you on their career, their company, their industry, how they got their start, and lessons they've learned along the way. Info interviews are a great tool to help you determine professional fit in your own life.

WHY YOU *MUST* DO INFORMATIONAL INTERVIEWS.

Relationships = everything. You never know how someone may be able to help you on your professional journey -- who they can introduce you to, or where they may end up next. Plus, it is a great way for you to explore potential career paths while you're in school. Go build that network and create opportunities! It may just lead to an internship...

TIPS FOR REACHING OUT TO PEOPLE:

- Show that you've done your research on the person & be specific with your ask
- Mention mutual connections or shared experiences
- Make it convenient for them to say "yes" -- suggest a phone call or offer to meet them in a location of their choice
- Respect their time -- info interviews should be no more than 30 min. (20 min. is ideal)
- Include your availability for several dates and times
- Close your email with a call to action to drive next steps



HOW TO REACH OUT

TEMPLATE EMAIL TO REQUEST AN INFO INTERVIEW

EMAIL SUBJECT LINE: Student interested in learning more about [SOMETHING SPECIFIC TO THEM]

Hi [FIRST NAME],

My name is [YOUR FIRST AND LAST NAME], and I'm a student at [SCHOOL] [STUDYING X/EXPLORING X CAREER PATH]. I'm reaching out today because [REASON WHY YOU WOULD LIKE TO CONNECT WITH THEM -- A SPECIFIC THING OR TWO YOU LEARNED ABOUT THIS PERSON WHEN DOING YOUR RESEARCH]. Would you be open to connecting with me for no more than 30 minutes to discuss your career path and share some insights about [INDUSTRY/COMPANY]?

I'm sure you're busy, but if you are open to it, I am available to [TREAT YOU TO COFFEE AT A LOCATION CONVENIENT FOR YOU/SPEAK BY PHONE] at the following times in the next few weeks:
- [BULLET POINT LIST WITH VARIOUS DATE/TIME OPTIONS]

Please let me know if one of those options works for you. I'm happy to send out a calendar invite once you confirm.

Thanks for your time, and I hope to speak to you soon!

[YOUR FIRST NAME]
[EMAIL] | [PHONE] | [LINKEDIN URL]