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