

## How to Request an Information Interview

### Phone or Email

- 1. Make a Connection** – *Did someone refer you? Have you met in the past? Did you attend a common conference? Maybe you read an article about the company or share an interest with the employer? Try to make a common connection in your first two sentences.*
- 2. Use Flattery** - *Emphasize you are seeking advice from an expert. It feels good to be complimented, and people are generally happy to talk about themselves and their work.*
- 3. Personalize it** – *Make sure you to take the time to personalize your request. Demonstrate you know something about their company, or their professional background.*
- 4. Make your request clear and concise.** *Make it clear that you are requesting a short in-person meeting to gather information, not apply for a job. Use the term 'meeting' rather than 'information interview'. Keep it brief – try not to offer a career history.*
- 5. Be authentic and appreciative** - *Make sure the request appears sincere. Authenticity goes a long way, as does appreciation! If you say you will follow up via a phone call, make sure you do so at the time you suggested. This demonstrates reliability, integrity and motivation.*

### Sample Email Request

Dear Ms. Carter,

Earlier this spring I had the opportunity to attend your presentation on “Mentoring from the Bottom-up” at Royal Roads University. I found your views and experiences refreshing, and your enthusiasm for mentoring contagious. We share a common appreciation for the value of mentorship.

I am nearing the end of my MBA at Royal Roads, and am specifically interested in talent development, coaching and mentorship. Having attended your presentation, I know these are areas of expertise for you, and I would be thrilled to learn a little bit more about your professional journey and the nature of your work. Would you be willing to meet with me for 20 minutes at some point over the next few weeks?

If you don't mind, I will call you next Tuesday February 18<sup>th</sup>, at 10am to follow up on my request. If you would like to contact me before then, I can be reached at this email address, or the phone number below. Thank you for considering my request - I hope we will have the opportunity to connect in person.

Sincerely,

Candice

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