

Get Connected & Request Informational Interviews

1. Brainstorm!

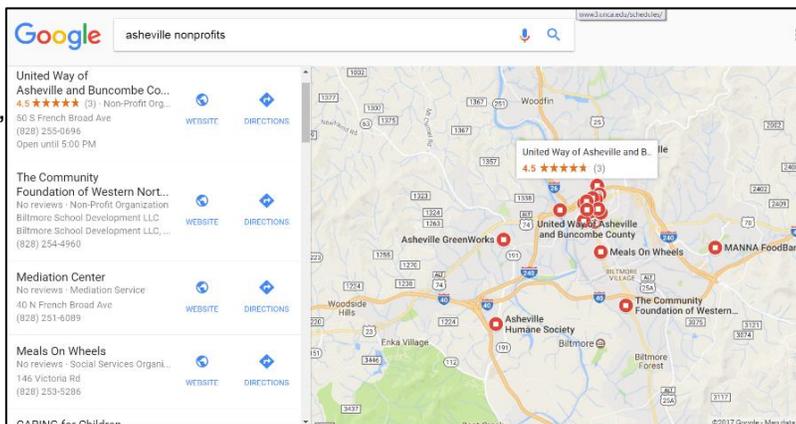
Google: [City + Type of Organization]

Indeed.com: [City + Job Title]

Examples: "Asheville Nonprofits, Asheville Health Coach"

2. Write down organizations that interest you

_____	_____
_____	_____
_____	_____
_____	_____



3. Search LinkedIn to find people in your network who work at the organizations.

4. Ask your 1st connections for an introduction to 2nd connections.

Email Script: How to ask for an introduction

Hi Evan,

I hope all is well with you. As you know, I'm about to graduate from UNCA in May, and I'm starting to look for jobs. I noticed that you are connected on LinkedIn to Mateo Smith who works for Mission Health. Do you think Mateo would be a good person for me to speak with as I explore careers in health coaching? If so, would you feel comfortable introducing us?

Below I've included an easy-to-copy blurb about me to provide some context, but let me know if there's any other information I can provide. I appreciate your help.

Best regards,
Kayla Williams

5. Once introduced, request an informational interview.

Email Script: How to request an informational interview with a new connection

Hi Mateo,

My name is Kayla Williams. I am a senior Health and Wellness Major at UNCA and my friend, Evan, suggested that you would be a good person to speak with to learn more about careers in health coaching. As I explore career options, I would love the opportunity to get your career advice for 20 or 30 mins.

I'm currently completing a health education internship at WCI and have spoken with some colleagues who work in health coaching. The more I learn about health coaching, the more I'm fascinated by that career path. As my graduation approaches, I'd certainly appreciate the opportunity to learn about your career path and get some advice on breaking into health coaching. I can meet you for coffee, or at your office, or wherever it is convenient for you. I'm happy to work around your schedule. Would it be possible for us to meet?

Sincerely,
Kayla Williams

Email Script: How to request an informational interview with UNCA alumni

Hi Jane,

My name is Kayla Williams. I am a senior at UNCA and I came across your name on the LinkedIn UNCA Alumni page.

As I explore career options, I would love the opportunity to get your career advice for 20 or 30 mins. I'm currently completing a health education internship at WCI and have spoken with some colleagues who work in wellness coaching. I'm fascinated to learn more about that career path. It has been suggested that I speak with someone who does wellness coaching at Mission Health. I'd especially like to learn about how you made choices after graduating from UNCA.

I can meet you for coffee/tea, at your office, or wherever it is convenient for you. I'm happy to work around your schedule. Would it be possible for us to meet?

Sincerely,
Kayla Williams



The Informational Interview

Get the inside scoop by talking to people who work in the field.

What is an informational interview?

This is a meeting with a professional to gather career information, advice and ideas. This should NOT include a solicitation for a job or internship. The interview typically lasts 20-30 minutes. You can conduct an informational interview with anyone – alumni, current supervisors, friends, family, or family friends.

Goals of an informational interview:

- Learn about the interviewee's work and career path
- Learn about the interviewee's industry and organization
- Gain ideas and advice for next steps for your job search
- Gain suggestions about other jobs/organizations/industries that may fit your interests/skills
- Gain introductions to others who may be helpful in your search

Tips:

Dress professionally. Arrive early. Bring a notepad and pen. Express your appreciation.

1. **Introduce Yourself:** Consider the details from your “30 Second Goal Statement”
2. **Ask good questions:** Consider asking 5-10 open-ended questions.

First, learn about the person you are interviewing

1. How would you describe a typical day or week in your position?
2. What are the major responsibilities of your position?
3. What do you find most and least fulfilling about your job?
4. Can you tell me about your career path?
5. What are the hours like in your position? Overtime? Nights or weekends? Is there much travel involved?

Learn about the industry

6. What are the most significant changes you've seen in the industry over the past 5 years?
7. What recommendations can you give to someone looking to enter this field?
8. What are the salary ranges for entry-level professionals in this field?
9. What are professional associations and networking groups for people in this field? Are students invited?

Learn about entry-level opportunities and necessary qualifications

10. What are entry-level opportunities & internships that are available to recent grads to get started in this profession?
11. What skills and qualifications do organizations look for in applicants?
12. What do you think of my resume? How would you suggest I change it?
13. Can you recommend courses, training or volunteer opportunities that would prepare me to succeed in this career?
14. What organizations do you know that might be interested in hiring someone with my background?

Learn about next steps and new contacts.

15. Taking into account what I've shared with you about my background and career interests, what other organizations, career paths or industries would you suggest that I explore?
16. What would you recommend that I do next, or what advice do you have for me?
17. Who else would you recommend I speak with? Can you offer me an introduction?

3. **Tell Good Stories:** Stories will help the interviewee get to know you.

Example: “As a volunteer at _____ I had the opportunity to work on _____ and contribute to _____. I'm not sure about the exact job title or career path for me, but I know I would like to be involved in this kind of work in the future. Right now I'm fascinated by _____ and am curious to learn more about opportunities in the _____ field.”

4. **Follow Up:** Be polite. Express Appreciation.

Email Script: Thank You Email

Dear Mr. Smith,

Thank you for taking the time to meet with me, answer my questions and for providing insight about health coaching careers. Our conversation was beneficial to me because I now have more in-depth information about the opportunities available to me and I know the steps I need to take in order to move forward. I also feel more confident about my career goals thanks to your direction. I appreciate your help and look forward to speaking with you in the future. If I can ever help you in any way, please don't hesitate to email or call me.

Sincerely,

Kayla Williams