

A pair of black-rimmed glasses is resting on a stack of books and papers. The glasses are positioned in the upper half of the frame, with their reflection visible on the pages below. A red ribbon bookmark is visible on the left side of the stack. The background is softly blurred, showing more books and papers, creating a sense of a study or library environment.

The Power of Informational Interviews

What do I say?

1

Ask for help

2

Provide a connection or a hook

3

Pick a brief amount of time

4

Be clear about what you want

Example:

- Email Subject: Leadership Styles: The Hawkeye Way
- Content:

Good Afternoon Mr. Jones,

My name is Ashley Powers and I am an alumni of the University of Iowa who is looking for information about leadership styles in Marketing. I noticed that you are currently the VP of Marketing at ABC Insurance and a fellow Hawkeye and would love to set up a 15-20 minute conversation with you about leadership in Marketing. I know your time is valuable and look forward to hopefully speaking to you soon.

Respectfully,

Ashley Powers

(email)

(best phone number)

Sample Questions

- *How do you get into this line of work?*
- *What do you enjoy about it?*
- *What's not so great about it?*
- *What's changing in the sector?*
- *What kinds of people do well in this industry?*
- *Are there any specific certifications someone new to the field could look at to be competitive?*
- *What didn't you know coming into this industry that you wish you would have known?*

