

## Following Up After an Informational Interview

Your follow up after an informational interview is just as important as the interview itself. If the interview went well, several things happened:

- 1) You asked thought-provoking questions and received helpful answers to all your questions;
- 2) You took notes during the information interview so you have the details of what advice you were given, suggestions, and what was said about the people you are being referred to;
- 3) The interview lasted over an hour, which was sufficient time for the interviewer to offer enough suggestions which you will immediately follow up on, and then you will update the interviewer each step along the way. (This keeps the communication going)

Below is a model for structuring an effective appreciation letter or thank-you letter.

**ATTENTION GRABBER** – This is where you thank the person for their time, advice and excellent referrals. If someone else referred you to this contact, you should confirm the glowing recommendation that was made when that other person referred you to this individual. The compliment grabs their attention so they keep reading.

**REFER TO CONVERSATION** – This is where you paraphrase, comment on, or further develop one or two ideas that were brought up in your conversation – ones that have to do with your career goals and next steps. Show that you were paying close attention by referring to an idea or statement where you learned something new about the industry, career, or their area of expertise and defines future contact with this individual.

**CONVINCER** – Here, you want to describe what you have already done or plan to do at their recommendation. You will want to tell them about the meetings you plan to arrange with the people you are being referred to, and when you write to the new referral, always copy the person who has referred you on the correspondence. This is how you keep your network going and growing.

**CONCLUDER** – Close your thank you or follow up letter by restating your appreciation and your plan to keep them posted on your progress.