

ADVICE / INFORMATION INTERVIEW*

1. ESTABLISH RAPPORT

Take time to exchange amenities. "I appreciate your taking time out of your busy schedule..."

2. DEFUSE THE SITUATION

You are not asking for a job. You are seeking: "...help, guidance, advice, expertise, reaction, focus, information, objectivity, direction, involvement, suggestions, target markets, referrals...."

3. "DETERMINED"

"I'm determined to get into (*Career of Choice*)."

 State the objective in your resume.

4. THREE STRATEGIES

"I'm currently using three strategies to reach my employment goal."

- Register with a few select agencies.
- Answer ads in the trade journals and classifieds.
- "Most importantly, I'm actively networking with people like you, people in the industry."

5. RESUME

"I brought a draft of my resume. I'm interested in what you think."

Ask permission to take some notes.

Ask if there are any stumbling blocks in the resume.

Ask for suggestions for improvement.

6. PEOPLE

"Since networking is the most effective strategy, whom do you know that I could contact?"

You should get three to six names.

If the answer is 'nobody,' express disappointment and offer your target list of people and/or companies.

7. TARGET LIST OF COMPANIES

Your personal research should generate five to ten target companies. Keep the list current. It will change as you continue your campaign.

8. PERMISSION TO CALL BACK

"I'd like to keep you informed of my progress every few weeks. Would that be okay.?"

Find out by what means (phone or a note) and how often you can report back.

9. THANK YOU

Express thanks. Depart without delay.

10. WRITTEN THANK YOU

Refer to the meeting.

Express gratitude.

Confirm how you will report back, as agreed.

List names of the referrals and how you will contact them.

Discussion: Advice / Information Interview

CALLING TO SET UP AN INTERVIEW

- Marketing strategy: Outer circle of less critical interviews first; then spiral into the center of hot interviews, honing your skills as you go.
- Always: Be yourself. Be sincere, honest, enthusiastic.
- Say: "I'm determined...Actively networking..." Use words that work for you.
- Ask for just 20 minutes of the person's time. You will always get more.
- When you call, prepared to do the interview on the phone. Know what you want.
- Think about how to you respond to: 'I don't give advice interviews.'?
Some people simply don't have time. Some have done so many advice interviews they simply do not do them anymore.

DEFUSE THE SITUATION

- People love to talk about themselves—how they got where they are. If you are comfortable with asking and the situation presents itself, ask how the person got the position. What are those pearls of wisdom? You may be very pleasantly surprised.
- The interviewee may have a position that is not posted or will be opened in the future. You may be a candidate without knowing it. Assume that you are.... You are in a position to gain the advantage.
- You are also interviewing this person. Ask yourself: Would you like to work here?
How does the person like working here?
How is the company doing? You should know that from your own research.
Would this person be a good mentor?

NETWORKING

- Actively manage your network. Stay organized. You will be generating lots of leads.
- Keep your networking journal accurate and current:
Name, title, firm, address, phone, best time to call, source of referral.
Establish rapport with the gatekeeper. He/she can be your best friend.
Information obtained. How can this person be helpful in the future?
Referrals obtained.
Follow-through action planned/completed.

RESUME

- At the interview, write "Draft" on the top of the first page of the resume.
- This, along with your explanation that the resume is a work in progress, should give the person permission to be candid and make helpful suggestions.
- Boldt, Laurence G., Zen and the Art of Making a Living, A Practical Guide to Creative Career Design, Penguin Arkana (1996)
- *Djeddah, Eli, Moving Up, How to Get A High-Salaried Job (1970's). Out of print but available from Amazon.com. or in your library. Still one of the best, still being used.
- Tieger, Paul D. & Barron-Tieger, Barbara, Do What You Are, Discover the Perfect Career for Your Through the Secrets of Personality Type, Little, Brown & Co. (1995)