

Informational Interviews – Follow-up

Why is it important to send a thank you email after an informational interview?

An informational interview thank you email expresses your appreciation to the business, organization or individual for taking the time to provide you with valuable insight about a position or role you're interested in. Sending a thank you email to follow up after an informational interview is an effective means for showing your consideration and continued interest in a position within that company. It is also not something every job applicant will do, which puts you foremost in the employer's mind and demonstrates a higher level of professionalism.

How to write a thank you email after an informational interview

Several approaches can be effective for creating a well-planned and professional thank you message to show your appreciation for your informational interview. Consider the following steps to help guide you when formatting your thank you email:

1. Use a business format to write your email
2. Show your appreciation within the first few sentences
3. Reiterate your interest in a specific discussion topic
4. Offer your assistance to the organization
5. Provide your contact details for future communication

1. Use a business format to write your email

First, follow a business email format to write your thank you message. Include the company's name, the name of the person you spoke with and their job title, a proper salutation and appropriately formatted paragraphs, your name and your contact information in the closing.

2. Show your appreciation within the first few sentences

Next, show your appreciation within the first few sentences. Be specific about why you are sending your email, and explicitly thank the company and individual for taking the time to meet with you. You can also include your appreciation for learning specific details about working in the organization or having a specific question answered. For instance, thank the professional you spoke with for answering your questions about their corporate benefits or how the company handles overtime pay.

3. Reiterate your interest in a specific discussion topic

In your next paragraph, reiterate your interest in a specific discussion topic or in a specific role within the organization. For example, if you had a conversation about working as a full-time employee while accepting contract work, be sure to express your interest in learning more. Additionally, if you discovered a common interest between you and the interviewer, restate your passion and eagerness to continue the conversation in the future. This can encourage and foster your professional relationships and increase the chances you're invited to interview for a role within the company.

4. Offer your assistance to the organization

Use your next paragraphs to offer your assistance or expertise to the organization. For instance, if you find out during your informational interview that the organization needs qualified sales professionals and you have expertise in sales strategies or unique approaches to lead conversion, you can offer your help to show the company your interest in providing additional support. This may also result in a job offer with the organization.

5. Provide your contact details for future communication

Finally, as you close your thank you email, be sure to include your contact information under your full name. For instance, include your phone number, email address and your professional website if you have one. Providing additional methods for the company to reach you can encourage future communications and may even lead to a position within the company.