

The Information Interview Memo

Due by Class 15. I want a memo addressed to me reporting on your meeting. You should set it up using the direct informational strategy we talked about in class. I want you to attach a business card from the person you interviewed and a copy of the thank you letter or note you wrote. (Minus a point for either that's missing.)

Here are some suggestions to insure your memo is effective:

- Set it up as a memo with the correct heading. You are writing the memo to me reporting on your meeting.
- Make sure you use full-block style and use headings and lists where appropriate.
- Tell me something about the person you met with and how you came to set up the meeting you're reporting on. What did you hope to learn?
- Tell me what you learned: Did you meet your goals? Exceed them? Any pleasant surprises or disappointments?
- Tell me what your future prospects for a continued connection or relationship might be.
- Be specific about the things you learned. Write about it in such a way that others can benefit from reading about it.