Direct Approach Email Assignment (10%) Task: You will write a brief, direct approach email to someone in your professional field who you would be interested in meeting for an informational interview. Your email will need to follow the direct approach structure, include a clear and specific subject line, and tailor its content for its audience, circumstances, and purpose. Follow the guidelines for formatting emails contained in Module 3. Don’t forget to add a signature block at the bottom of your email! Your email needs to explain why you’re writing, identify who you are and your connection to the industry, demonstrate your awareness and appreciation of your audience and their experience, and politely request that they contact you for an interview. Context: What is an informational interview? It is an informal conversation with someone working in an area that interests you who will give you information and advice. It is important to remember that an informational interview is NOT a job interview. Its purpose is not to gain employment, but to gain insight about a particular field or position and tips for how to prepare for and enter a career. Informational interviews also help you build professional relationships and create a network of contacts who may help you find job leads in the future. Steps to Writing: • Step 1: Do some online research to identify someone in your field you might interview (remember you are not actually required to interview them)! You might look at the website of a particular company or organization you’d like to work at, a career-focused website like LinkedIn, or use keywords on Google. You can also consider writing to a professor in your program, even if you don’t know them yet. • Step 2: Complete Journal Entry #2: PAM Analysis for Informational Interview Request. This will help you develop a deeper understanding of your audience, circumstances, and purpose. (Link to Journals on left hand menu of course page) • Step 3: Complete a draft of your email and revise for organization and tone, making sure it’s properly formatted as an email. • Step 4: Upload your completed email in a Word .doc, .docx, or PDF format under “Assignments” on Blackboard by the due date.