Quick RT Videos ~

- Roadtrip Nation
- Counselor Indie Roadtrip
Why Hit The Road?
How to Build Your Roadtrip
How to Create Your Route
How to Find People to Interview
How to Find Someone’s Contact Information
How to Cold-Call
How to Conduct an Interview
Coming Home and Reflecting

Apply to Roadtrip Nation or take your own trip!!!!
We’re calling on you to define yourself.

- Get out and explore!
- Jumpstart your life in ways you never expected...
- Your heart- not other people’s opinion- becomes your GPS...
- Self-discovery
How to build your Roadtrip

How to Create Your Route

- Where are you going?
- Make a list of the kind of people you would like to interview
- Make sure you go to places that you have never been before...foreign environments.
- Do research
- Leave time for side trips

On your trip learn from anyone and any experience
How to Find People to Interview

1. Pick three people in fields related to your Interests.
2. Now pick three people who work in an area you might be interested in...
3. Got it? Good. This time, pick three wild card interviews.
4. Let someone else pick an Interview for you.
5. Stay open to Interview opportunities while on the Road
How to Find Someone’s Contact Information

- **Do an Internet search.** Put your web sleuthing skills to work and try to guess this person’s website or place of business. If their organization has a website, then they’ll most likely have a “contact us” section where you’ll find a phone number and/ or e-mail address.

- **Look in the phone book.** You’ll be surprised by how easy it is to get a hold of someone by just calling the general number of their place of business.

- **Call 411.** Ask whomever you can to transfer you to the Leader you want to speak to. You might have to speak with operators, secretaries and assistants (and deal with a few rejections), but if you tell people about the authenticity of your project, you’ll be surprised by the support you’ll get.
How to Cold Call

- Introduce yourself.
- Say who referred you (even if it’s an operator)
- Say why you want to talk to them,
- Make your pitch.
- Make it clear you aren’t asking for a job.
- Rarely will you get your prospective interviews on the first shot. So here’s a few things to remember:
Avoid calling on Mondays - People have too much to do on Mondays - they don’t need a random phone call in the middle of it.

Be nice to assistants. They are the gatekeepers, the holders of the schedule. Having an assistant on your side is golden.

If you must leave a voicemail, leave it at the end of the day. And if you do leave one, keep it short.

Be patient. They may not call back right away.

Be persistent, but not annoying. Follow up every few days.

Know when to give up! A “No” means no
How to Conduct an Interview

- **Keep it casual.** Don’t worry about dressing up - you want your presence to reflect that it’s just a casual conversation between a person and a mentor.

- **Be respectful.** When you meet these Leaders, look them in the eye and shake their hand. Make sure they know you appreciate being able to meet with them.

- **Share your own story.** You want the Leader to be comfortable sharing their story, so start by sharing your story with them (where you’re at in life, the issues you face).

- **Have a few talking points in your head:** where was this person when they were your age? Did they ever have pressure from family to conform? How did they figure out their passions? Let your curiosity guide you.

- **Keep it personal.** Small talk is cool, but make sure most of the conversation is geared towards the Leader’s personal story and the issues they faced on their life Road.

- **Avoid the PR autopilot.** Sometimes a Leader wants to talk about the company they work for. You want them to talk about their personal Road - not things you could read in a press release or LinkedIn profile. Steer the conversation back to the personal side of things.

- **Be flexible.** If the conversation goes longer than planned, that’s awesome! If another person wants to join in, that’s great! Allow yourself to go with the flow and see where it takes you.
Come home and Reflect

DEFINE YOUR OWN ROAD IN LIFE
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- What’s NEXT?
Questions?