



DIY INTERNSHIP GUIDE

The Wow factor: DIY Internships are a great alternative to a formal internship program. This model requires a high level of curiosity, good research skills and the confidence to pitch your ideas.

WHY WOULD I DIY INTERNSHIP?

1. You have not had a previous internship. This is a good time to identify a small business owner or non-profit that would welcome your skill set.
2. You want to target a specific company or org where internships don't currently exist.
3. You have applied to formal internships, have not been hired and have already spoken to a Career Center coach.

HOW WOULD I DIY INTERNSHIP?

1. Know yourself and your skillset - your strengths, weaknesses and value add.
2. Know Your Target Company/Industry
 - Use LinkedIn
 - Use Handshake
 - Use Google
 - Use Your Network
3. Take Action
 - Email HR or a specific person on the Contact Us/Staff page
 - If you are feeling overwhelmed about pitching a job description, try asking for an informational interview first. Prepare questions about the industry, about the company and about the person's professional experience at work.
 - Go in with a plan - after learning more about the landscape of the workplace, come up with some ideas on how you can meet their needs and offer your ideas in writing (email).

SAMPLE DIY INTERNSHIP EMAIL

Hi (name),

I came across your website and was very impressed by the recent collaborations your organization has made in the Austin area. (...)

I wanted to inquire about experiential opportunities in the communications department. Given my professional and academic background in (...), I feel I could be of great assistance optimizing your social media presence and writing copy for your blog.

I have availability to assist for 10 hours a week in an unpaid capacity to help your company make even further strides in (...) customer engagement and online activity.

I would love to speak with you more about the work your company is doing and whether I could participate in any capacity this upcoming season.

Thank you so much for your time,

Name

BOTTOM LINE

If you can present a convincing argument for why company or small business owner needs your specific skill set, you're likely to be successful.