

# **HOLY FAMILY JOB SUPPORT GROUP**

## **RELATIONSHIP MARKETING/NETWORKING - YOUR CAMPAIGN LAUNCH**

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***“OVER 70% OF NEW JOB OPPORTUNITIES  
“LANDED” ARE AS A RESULT OF RELATIONSHIP  
MARKETING/NETWORKING EFFORTS!”***

**HOW ARE YOU INVESTING YOUR TIME IN  
YOUR SEARCH?**

**DO YOU INVEST 70+% OF YOUR TIME  
NETWORKING?**

**BEFORE YOU “GO TO MARKET” YOU MUST  
BE PREPARED!**

# PRE-CAMPAIGN LAUNCH PREPARATION

## Your Value Proposition

- Analysis of your strengths, accomplishments, interests
- Develop your BRAND / Passion / Unique value

## Develop Marketing Materials (Written)

- Professional Resume / Executive Bio
- LinkedIn Profile
- Networking Brief
- Letters / Correspondence
- References

## Develop Marketing Materials (Verbal)

- Verbal Resume / Reason for Leaving
- Networking Scripts – voice mail, setting up the appointment, typical meeting agenda, follow-ups

## Market Strategy

- Where do I fit best? – Really!
- Company size, industry, role, private or public company
- Will I relocate? In Office? Hybrid? Remote?

## Marketing (Networking Targets)

- List of all the people you know (your existing network)
- Target Companies / Target Recruiters
- Type of People Referrals
  - People like you
  - Those in target companies or industries
  - “Movers and Shakers”

## Develop Organizational / Planning System

- Calendar, planned calls and follow-ups, appointments, referral sources, tracking system



# ARE YOU UNCOMFORTABLE WITH NETWORKING?

## Disempowering Beliefs

- I do not want to impose on my friendships.
- I do not want to ask others for a job or help.
- If I ask people for a job or to hire me, I will be rejected.
- No one likes rejection so why make contact?
- I don't like calling people I do not know (cold calls).
- I don't know what to say or do.

## Networking is Marketing

- Building / expanding relationships / meet new people / get to know them!
- Sharing your story (verbal resume) and your "go forward" search strategy
- Soliciting feedback/advice on your strategy
- Obtain personal referrals to others who can help and should get to know you
- Leads will come



# UNDERSTAND THIS! MANAGE THE PSYCHOLOGY: WHY “JOB” IS THE 3 LETTER BLOCKER!

Good News

Bad News

Good News

## **IF NETWORKING IS NOT ASKING FOR JOB LEADS, WHAT IS MY OBJECTIVE?**

- Increase YOUR market awareness
- Reconnect with your contacts
- Expand your connections via personal referrals – no “cold calls”
- Solicit information, advice, and insights into your strategy. Add value to your new connection.
- List your targets by “people type”: people like you, target companies, “movers & shakers”.
- End result: more people that know you, and know how you add value to an organization!

## NETWORK FOR INFORMATION

- Industry Information (current trends, problem you are facing)
- Leadership Changes (key personnel moves in your target companies or industry)
- Target Company Information (state of the business, challenges, culture)
- Professional Associations
- Top Recruiters in your Industry or Profession
- Potential - other Target Companies

## NETWORK FOR INSIGHTS / ADVICE

- Career Advice (career or industry “changers”)
- Examine Possible Career Alternatives (inner circle)
- Alternative Approaches to Reach Key Targets
- Reaffirm or Determine Career Direction
- Effective Career Search Techniques
- Advice on Organizing your Job Search Campaign

## NETWORK FOR PERSONAL REFERRALS

- Anyone inside your target companies
- Others within your profession
- Recruiters
- Movers & Shakers (people who, based on their profession, should have insights / knowledge beneficial to your search – consultants)

Always “qualify” the referral!

What is their relationship?

Why the referral – how do you think they can help?

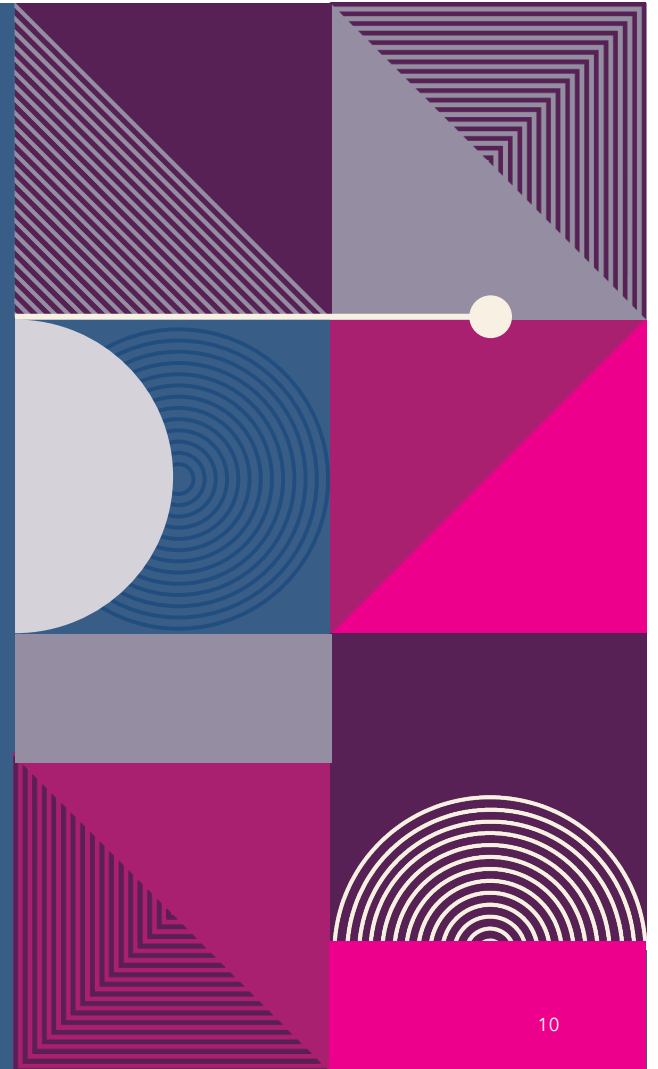
# YOUR NETWORKING STRATEGY

Start by creating a list of "everyone you know" - LinkedIn and Personal email

Your Inner Circle (who are they?) - How can they help?

Consolidate spread sheets

Categorize your contacts (A,B,C) based on "how well can they help you)



# ORGANIZE YOUR CAMPAIGN

Where are your contacts? LinkedIn, e-mail, other

Download to Excel: combine to master list

Name

Contact Info

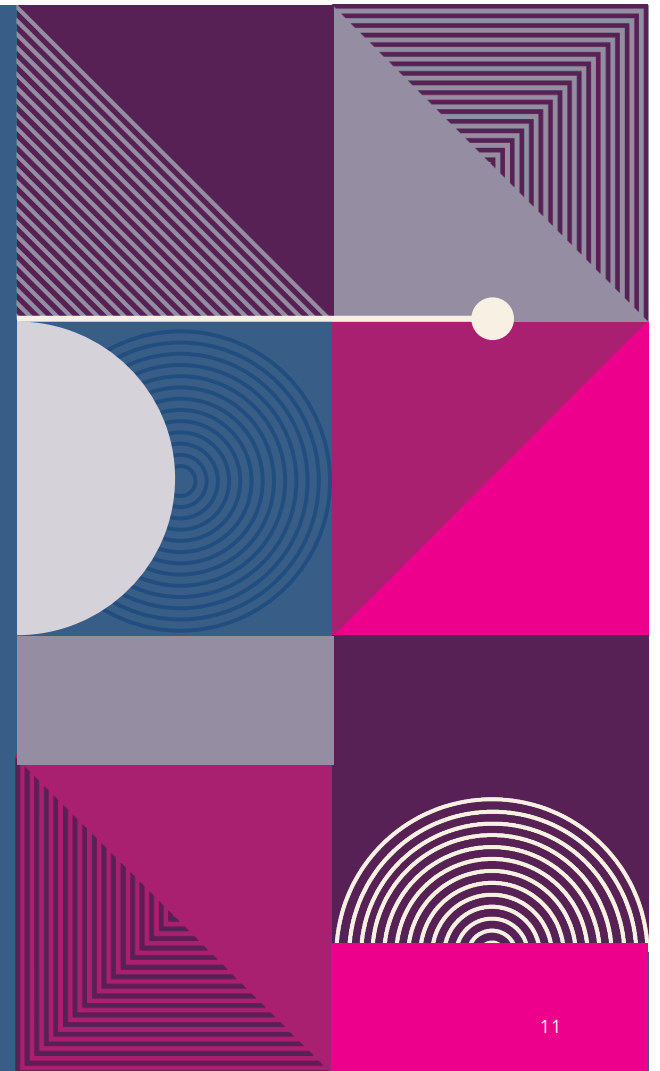
Categories (A, B, C) (1, 2, 3)

Relationship/Referred By:

Date of last contact

LinkedIn Profile

Upload master list to your calendar system



# ORGANIZE YOUR CAMPAIGN: NEEDS

Your calendar (your e-mail system)

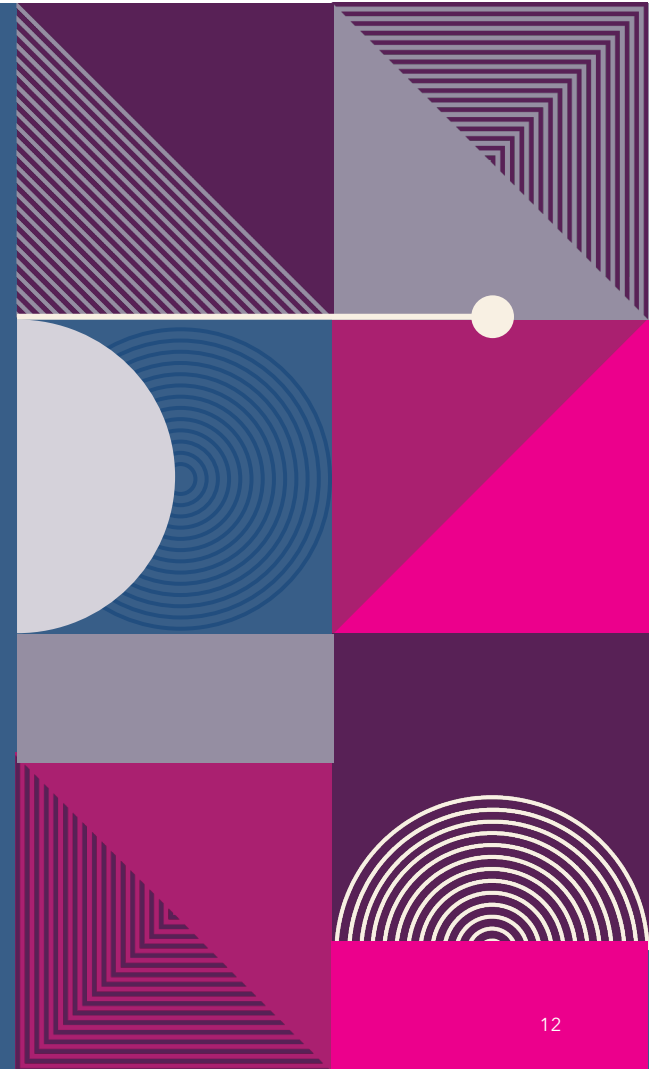
Upload your contact list

Schedule Daily Calls

- Initial (Planned / New)
- Follow-ups

Appointments

Other To-Do's



# ORGANIZE YOUR CAMPAIGN: NEEDS

Notes & History

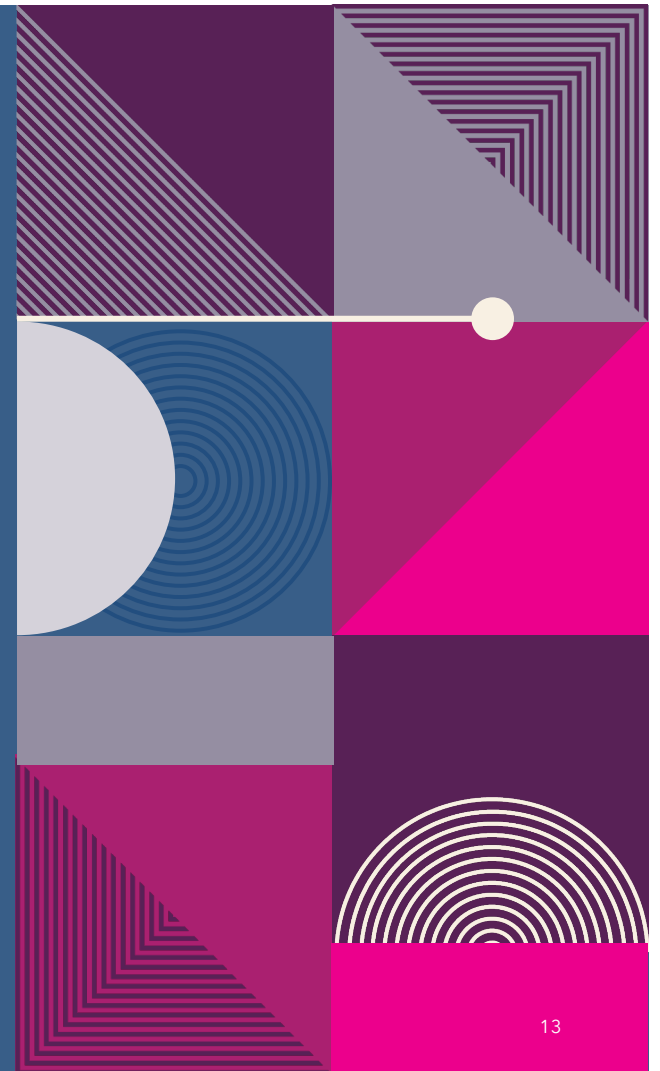
Document Meetings / Conversations

Referrals

Key Personal Notes:

- Interests (Personal / Professional)
- Schools
- Family
- Birthday

Correspondence: Letters, Emails



# PLAN YOUR MARKETING: HOW BUSY DO YOU WANT TO BE?

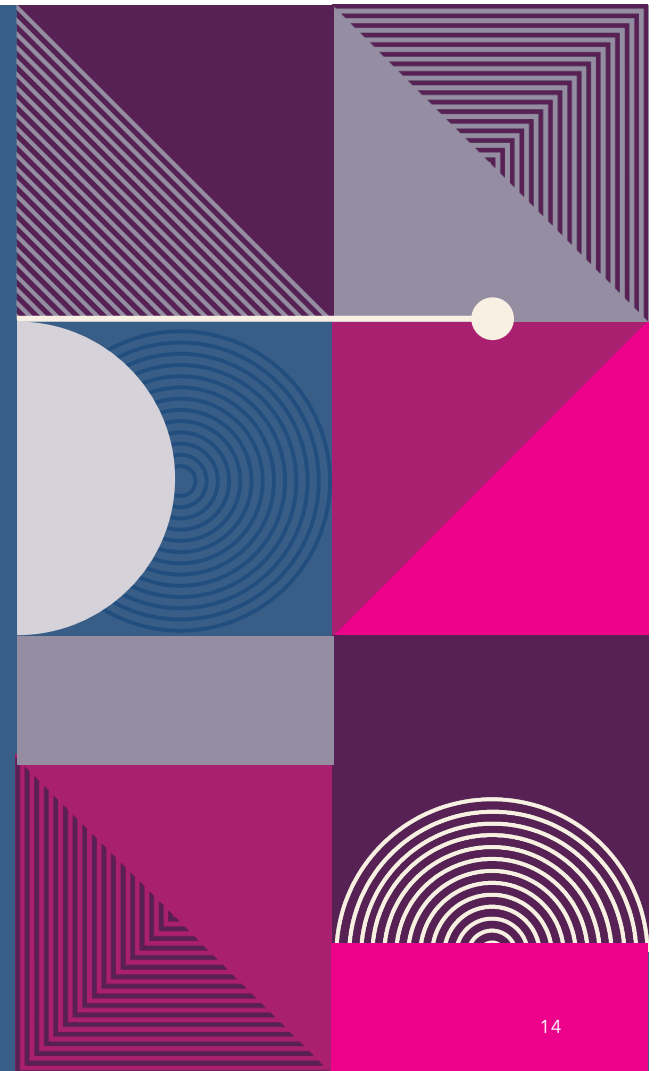
Review your list of all your contacts.

Start with your A's or 1's.

Schedule how many different contacts you want to reach out to each day, and then schedule out the next 10 days.

Follow up on follow-up timing plan.

Always plan to call new referrals the next day - before all other planned reach-outs.



# Organize Your Campaign: Plan 2 Weeks in Advance

Pre-Start Time	<ul style="list-style-type: none"><li>▪ Internet research - online applications</li><li>▪ Review plan for today</li><li>▪ Catch up on email</li></ul>
Start Time	<ul style="list-style-type: none"><li>▪ Make "X" number calls / day - to schedule networking meetings</li><li>▪ Conduct 1-on-1 networking meetings</li><li>▪ Follow up on previous messages left to schedule meetings</li><li>▪ Make follow-up calls re: online applications</li></ul>
Lunch	<ul style="list-style-type: none"><li>▪ Try to avoid lunch networking meetings!</li><li>▪ Check email, send out follow-up notes, etc.</li><li>▪ Work on other "admin" stuff</li></ul>
Afternoon	<ul style="list-style-type: none"><li>▪ Continue making calls, going to appointments, following up</li></ul>
Evening	<ul style="list-style-type: none"><li>▪ Apply online for jobs</li><li>▪ Internet research</li><li>▪ Document notes / review next day plan</li><li>▪ Catch up on email</li></ul>

# ORGANIZE YOUR CAMPAIGN: NEEDS

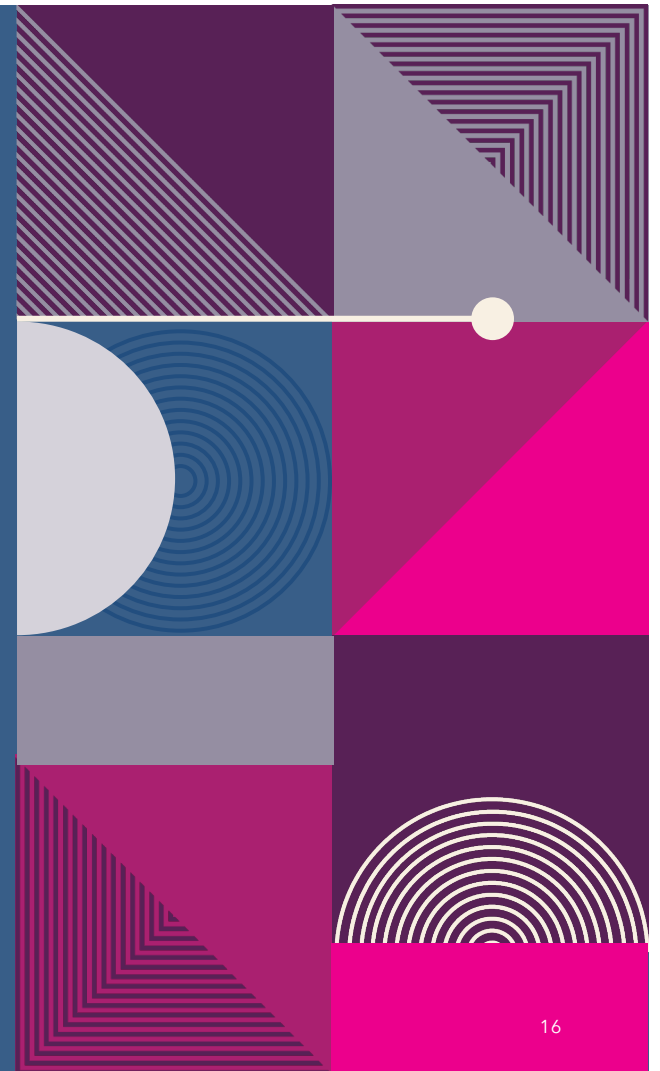
## Follow-up Frequency Plan

For initial networking meeting calls: 3 days, 3 days, 1 week, 1 week, 2 weeks, 2 weeks, 3 weeks →

Planned follow-up after each meeting with a referral back to referral source

Contact importance: Reoccurring Follow-up:

➤ Schedule every \_\_\_\_



# I'VE GOT THE NAME – NOW I NEED TO REACH OUT! NEW REFERRALS – PHONE FIRST IF YOU CAN

Preparation: Call Objectives: for new contact(s) referrals suggest first reach out be done by phone.

- Introduce yourself
- Establish credibility – personal referral (why you qualified)
- Personal referral endorsement
- Request a face-to face or Zoom meeting (phone call back up)
- Be prepared with an agenda. For example, if they ask “How can I help you?”
- REMEMBER, IF YOU COME ACROSS AS PREPARED, CONFIDENT, POLISHED, POISED, YOU WILL GET THE APPOINTMENT

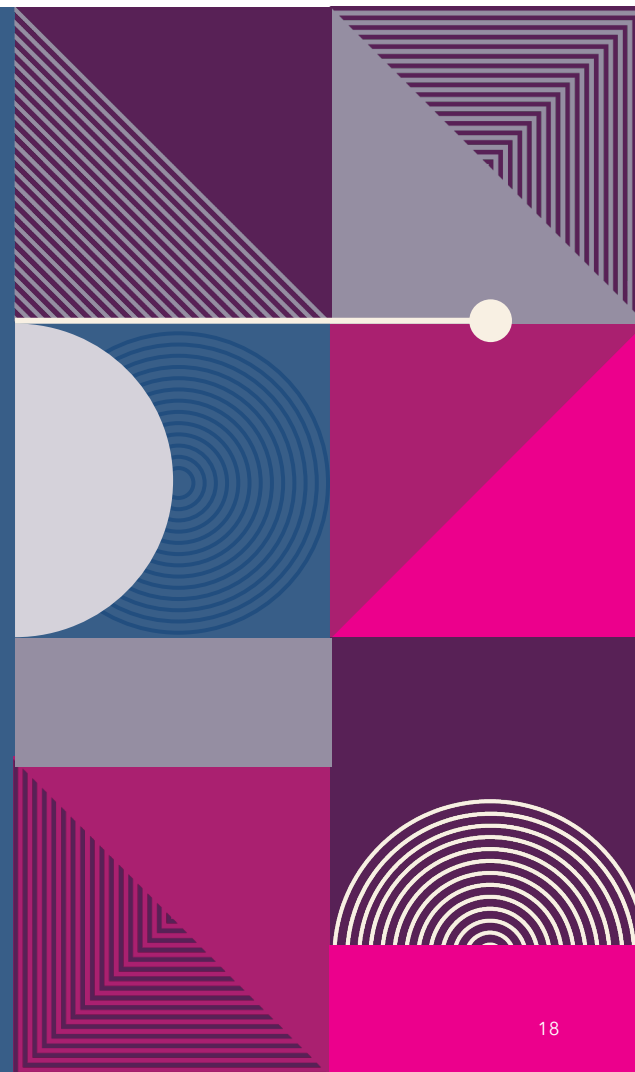
# VOICE MAIL – WHAT SHOULD I DO?

Always leave a message!

*Do not* leave a detailed message “selling on voice mail” - or even a brief voice mail that allows them to go to “bad news”.

Leverage your referral

Suggested script: “Hi, (first name of person you are calling), this is Paul Duski. (Name of referring person) suggested we connect. Please call me when you get a chance at (847) 123-4567. Have a great day!”



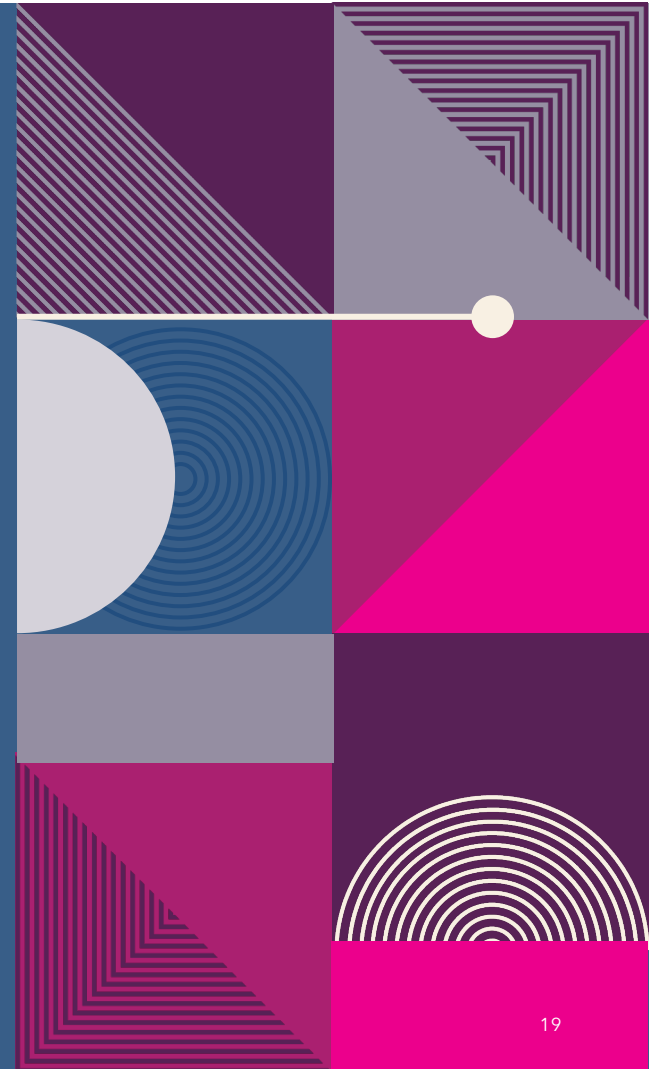
# REQUEST FOR NETWORKING MEETING

## Speaking with a New Referral (Phone Script)

Sample (Someone in Your Profession)

“Good morning Mr. Smith. My name is \_\_\_\_\_. I was referred to you by Mike Jones. (“Qualified”). I understand you and Mike are neighbors and have been friends for over 20 years. I am (i.e., A CFO – Senior Financial Executive) and currently in career transition. (“Endorsement”). Mike and I met recently and after he had the opportunity to get to know me, my professional accomplishments, and career interests, he felt our meeting may be of mutual benefit. I would appreciate the opportunity to get to know you and solicit your personal advice and input relative to my search strategy. When might you be available for a Zoom meeting for about 30 minutes?”

Schedule meeting.



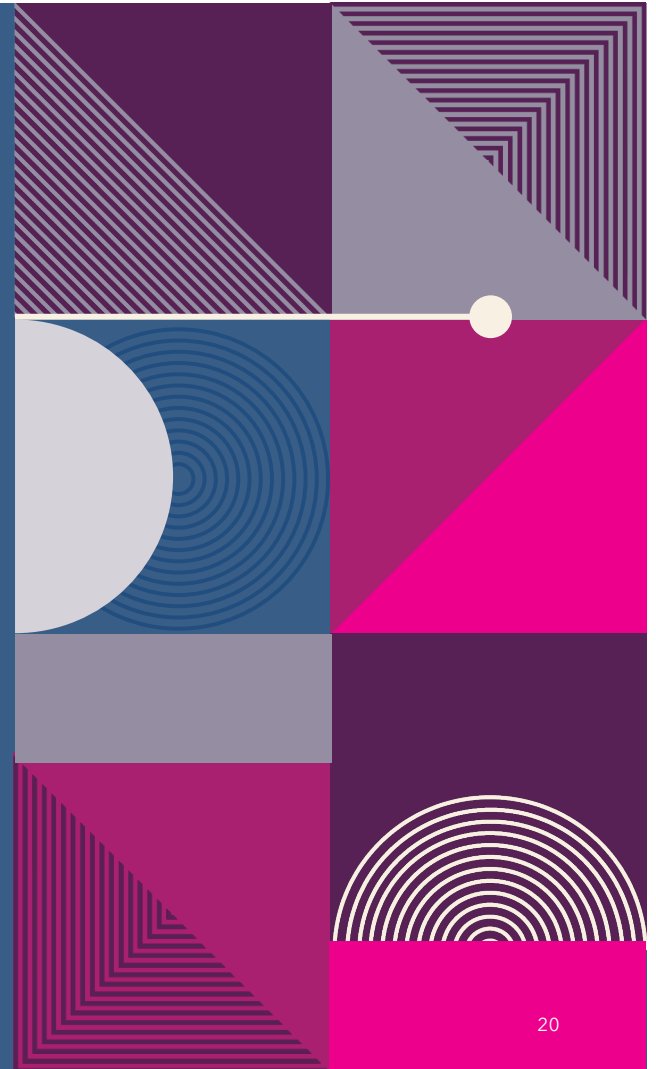
# REQUEST FOR NETWORKING MEETING

## Speaking with a New Referral (Phone Script)

### Sample (Target Company)

“Good morning Mr. James. My name is \_\_\_\_\_. I was referred to you by Mike Jones. I understand you and Mike worked together at ABC Company and play golf together every Saturday morning. During a recent meeting with Mike, he became aware of my potential interest in learning more about ABC Company. ABC has an outstanding quality reputation for (something specific). Mike thought you would be willing to meet with me and share your experiences in working for ABC Company – its culture, business philosophies, and leadership styles. When would you be available to schedule a Zoom meeting?”

Schedule meeting.



## HANDLING OBJECTIONS IN THE “BAD NEWS ZONE”

**Objection:** “Why don’t you send me your resume, and I will get it to Human Resources?”

**Response:** “I appreciate your willingness to do that for me, however, that is not why I called. (Your referral source name) really felt we should get to know one another. I would appreciate your insights and advice regarding my career search. In addition, once we connect and you have personal knowledge of my experience and interests, you may know people in your network who could be of help. When could we meet?”

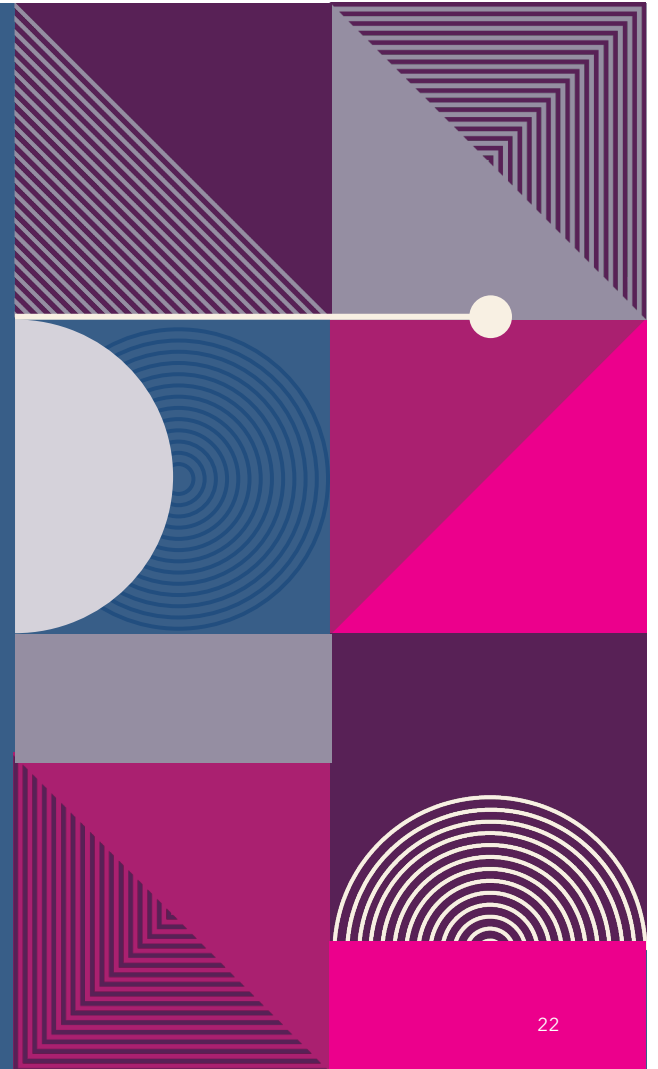
## AFTER FIRST MEETING IS SCHEDULED

Confirm their email address, correct spelling of their name, and official title.

Ask: Why don't we connect on LinkedIn. Is it ok if I send you an invitation? Send invitation.

Send calendar, Teams, or Zoom meeting invite.

**DO NOT CALL TO CONFIRM APPOINTMENT!**



# TYPICAL NETWORKING MEETING AGENDA (30 MINUTES)

First 10 minutes:

General Introduction - thank the contact for meeting, establish connection with the referral.

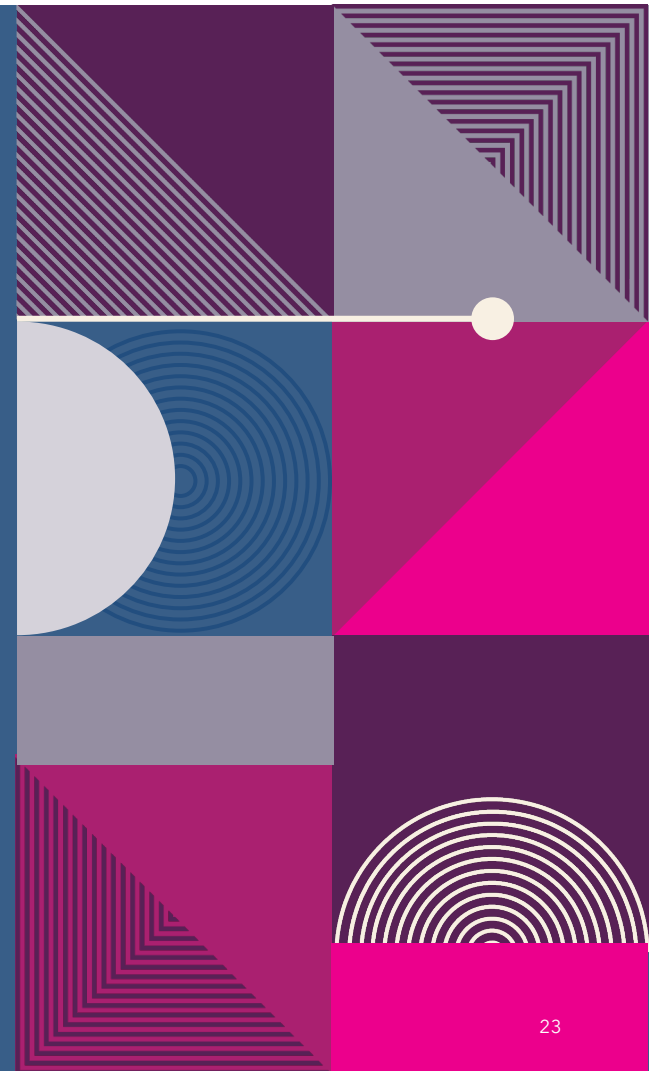
Research your connection on LinkedIn and / or other sources prior to your meeting. Further explore their background "tell me about yourself" (career history- identify common interests, business challenges / initiatives).

Last 20 minutes:

"Thank you; let me tell you a little about myself." Share your story / verbal resume and your search strategy.

Solicit advice (guide discussion based on what you want to discover).

Obtain personal referrals to others like yourself (function), target company contacts, consultants



## MEETING AGENDA (CONT'D)

Prepare types of questions to obtain information:

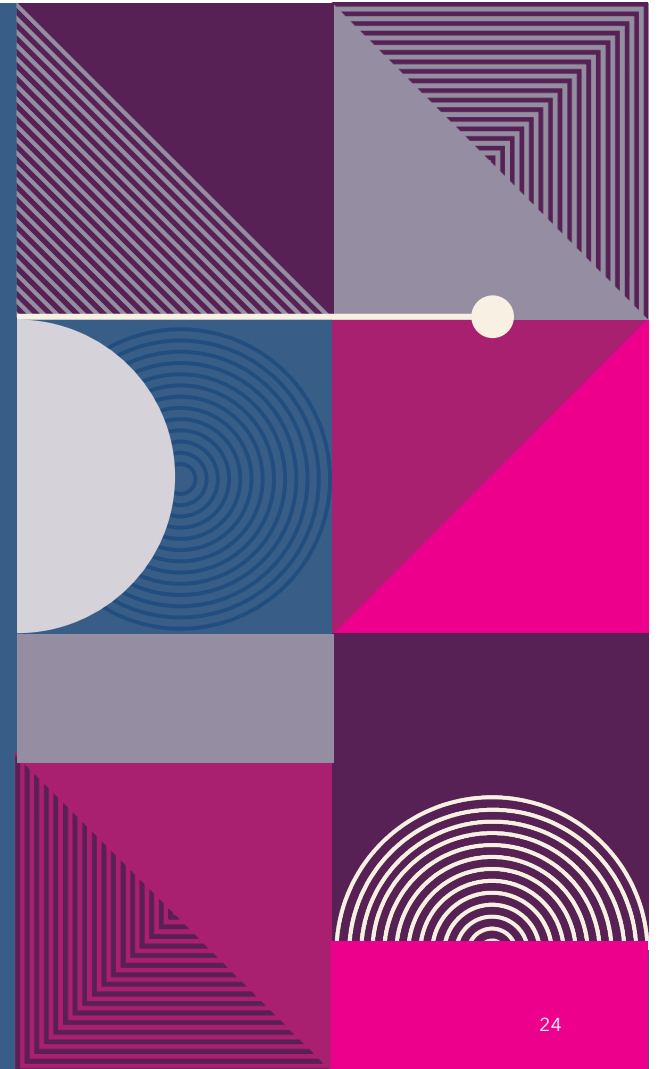
Plan for types of potential referrals based on who you are meeting.

For any personal referrals, qualify the referral (relationship and how they might help); verify if it's okay to use contact's name.

Ask permission to follow up with contact if necessary.

Ask if contact would like to be kept updated on your search.

Ask: "How can I help you?"



# MEETING FOLLOW-UP

Document meeting notes.

Schedule to contact their referrals in your planner for the next day!

Send thank you follow up (email / note).

Don't let them forget you. Plan to stay in touch!

- Follow up with a thank you after you have met with their referral(s).
- Schedule a future follow-up date to contact them (1, 2, 3 months) in your planner.

# How Could Each Level of Referrals Help

#1 People in Your Profession	#2 People in Your Target Company Industry	#3 Movers and Shakers
<p>Know ...</p> <ul style="list-style-type: none"> <li>▪ Other people like themselves at other companies</li> <li>▪ Of recent job movements</li> <li>▪ Professional associations or networking groups</li> <li>▪ People from your target companies</li> <li>▪ Have relationships with search firms &amp; consultants</li> <li>▪ If recently "placed," may know of other jobs open in the market</li> <li>▪ May be receiving calls from recruiters (possible referral to you)</li> </ul>	<p>Know ...</p> <ul style="list-style-type: none"> <li>▪ The state of the business</li> <li>▪ Current business challenges</li> <li>▪ Management's philosophy</li> <li>▪ Culture and values</li> <li>▪ Hiring process / methods:</li> <li>▪ Search firms they use</li> <li>▪ How they were hired</li> <li>▪ Employee referral program</li> <li>▪ Key decision makers</li> <li>▪ People inside company that are better to get to know</li> <li>▪ Have competitive intelligence</li> <li>▪ Other companies in similar industry</li> </ul>	<p>Know ...</p> <ul style="list-style-type: none"> <li>▪ The state of the business</li> <li>▪ Current business challenges</li> <li>▪ Business needs - job openings or recent moves</li> <li>▪ Management's philosophy</li> <li>▪ Culture and values</li> <li>▪ Hiring process / methods:</li> <li>▪ Search firms they use</li> <li>▪ How they were hired</li> <li>▪ Employee referral program</li> <li>▪ Key decision makers</li> <li>▪ Have competitive intelligence</li> <li>▪ May have current or future staffing needs</li> </ul>

# HOW TO MEASURE IF YOU HAD A GOOD NETWORKING MEETING?

Did you learn about your new contact – professional background? What are the business challenges they face today?

Do they now know your unique value proposition? Do they know your strategy, how they can help, your target companies?

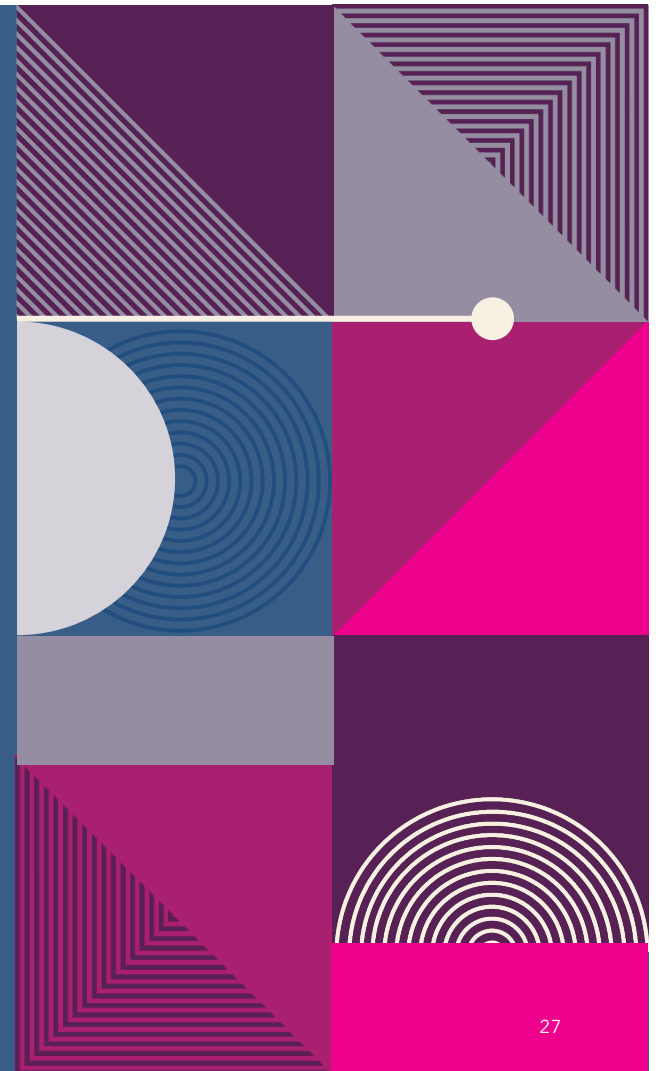
Did they refer you to at least 2-3 new people aligned with your strategy and provide you their contact information?

Did you learn about recent people movement in your space?

Did you receive information on retained search firms where you do not currently have a relationship?

Where you able to offer help to your new contact?

***You should expect more than “I will keep my eyes and ears open for you”.***



# PLANNING CALENDAR: EIGHT-DAY OVERVIEW 15TH

Follow-up Key:  
 1<sup>st</sup> 3 days later  
 2<sup>nd</sup> 3 days later  
 3<sup>rd</sup> 1 week later  
 4<sup>th</sup> 1 week later  
 5<sup>th</sup> 2 weeks later

Mon	Tues	Wed	Thurs	Fri	Mon	Tues	Wed
	5 New Calls to schedule appt.	5 New Calls to schedule appt.	3-5 Referral Calls 5 New Calls to schedule appt.	1-4 Follow-ups Mon. 5 New Calls <u>Appt.</u>	3-5 Referral Calls 1-4 Follow-ups Tues. 5 New Calls <u>Appt.</u>	3-5 Referral Calls 1-4 Follow-ups Wed. 5 New Calls <u>Appt.</u>	1-4 2 <sup>nd</sup> Follow-ups 1-4 Follow-ups 5 New Calls <u>Appt.</u>

# FINAL NETWORKING TIPS

1. Plan your activities
2. Establish a tracking and follow-up system
3. Document your discussions
4. Track your referral sources
5. Always set up a follow up activity for a networking contact before you move on to the next one
6. Always follow up and offer thanks
7. Offer to help others – build relationships & add value
8. Regularly review your effectiveness against your goals
9. **Practice, practice, practice; and stay organized**
10. **Remain confident, enthusiastic, powerful, bold, and authentic**



# THANK YOU

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Sign up for follow up Q&A's Team's meeting