HR, Referrals & Networking — Advanced Playbook

Ready-to-use 30-page PDF kit: scripts, templates, tactics & ethical hacks to build connections with HR, get referrals, schedule interviews and convert them.

Prepared by: ChatGPT (GPT-5 Thinking mini)

Contents

1. Introduction & Ethics

This playbook gives you ethical, legal and effective techniques to connect with HR professionals, hiring managers and internal employees who can refer you. We emphasise respect, consent and long-term relationship-building. Any method that involves deception, hacking, impersonation or using private data beyond public/business use is excluded. Use these templates as starting points — personalize them.

2. How Recruiters, HR & Referrals Work (Quick Primer)

Recruiters and HR receive hundreds to thousands of inbound applications. Referrals shorten the signal path — referred candidates convert at higher rates. Understand two flows: 1) External postings handled by ATS + recruiter screening. 2) Internal referrals & employee-sourced candidates who bypass some ATS steps. Key takeaway: be relevant, concise and useful. Demonstrate fit quickly.

3. Where to find HR & Recruiter Contacts (legal methods)

Legal channels to find contacts: • Company website (Careers page, team listings, press releases) • LinkedIn (Recruiter titles, Talent Acquisition, HR Business Partner) • Conference speaker lists and event attendee pages • Alumni directories and university career portals • Public profiles, blog posts, and podcasts where employees are credited • Email-finding tools (use responsibly; verify deliverability) Avoid scraping private data or buying illegal lists.

Source	How to use it	Tip
Company careers page	Find recruiter names or hiring emails	Search for 'talent', 'careers@' or HR co
LinkedIn	Search job title + company	Use filters: 'Recruiting', 'Talent Acquisit
Alumni network	Ask alumni for intros	Be specific when requesting help
Events & webinars	Attendee/speaker lists	Follow up after the event

4. Email/Phone/Finding Tools & Formats

Popular tools and approaches: • Email finders: Hunter, Snov.io, Anymailfinder, Clearout — use to verify likely email formats. • Guess patterns: first.last@company.com, first@, f.lastname@ — cross-check via MX verification. • Company formats: use LinkedIn + domain to infer pattern. • Phone: company switchboard, receptionist, or events where direct numbers are published. • Respect GDPR and data privacy laws in your region.

5. LinkedIn — Advanced Outreach & InMail scripts

Best practice: short, personalised note (max 2-3 sentences) that shows research and a clear ask.

Connection after event

```
Hi [Name], great to meet you at [Event]. I enjoyed our chat about [topic].
Can we connect? I'd love to follow up with one quick question about
[company/team]. — [Your Name]
```

Cold InMail — 1

```
Hi [Name], I'm a [role/skill] with experience in [X]. I'm researching
[team/role] at [Company]. Could you spare 10 minutes to share one piece of
advice? I'll keep it brief.
```

Cold InMail — 2 (ask for referral)

```
Hi [Name], hope you're well. I see your team is hiring for [role]. I have
[X years] experience in [Y], and I believe I'd be a strong fit. Would you
be open to referring me or letting me know the best contact? Happy to
share a one■page summary of my background.
```

6. Referral Request Frameworks & Templates

A referral request should be short, specific, and provide ready-to-use material for the referrer (resume bullets + one-sentence pitch). Framework: Context -> Fit -> Ask -> Easy Next Step.

Short referral ask (via LinkedIn message)

```
Hi [Name], hope you're doing well. I'm applying for [Job Title] at
[Company]. I have experience in [1-2 lines of fit]. Would you be
comfortable referring me? I can send a one-page summary and suggested
referral blurb to make it easy. Thank you! — [Your Name]
```

Email referral ask (to colleague)

```
Subject: Quick ask: referral for [Job Title] at [Company] Hi [Name], I
hope you're doing well. I noticed an opening for [Job Title] on your team
and I'm very interested. I've worked on [X, Y] that match the role ([1-2
bullet summary]). If you're comfortable, could you refer me? I've attached
a one■page summary and a suggested referral note you can paste. Happy to
chat quickly if it helps. Thanks so much, [Your Name]
```

7. Informational Interview Scripts (phone/video/in-person)

Goal: Learn, not ask for a job. Build rapport and request advice. At the end, ask if they'd be willing to introduce you or refer you if an appropriate role opens. Phone intro script: 'Hi [Name], thanks for taking 20 minutes. I'm exploring [field] and would love to learn about your role — what would you recommend I focus on to be a strong candidate?' Prepare 8 targeted questions (career path, role day-to-day, team structure, hiring signals, skills to build).

Career Path	How did you get into this role?
Role Fit	What does a typical week look like?
Hiring Signals	What skills do successful hires have?
Culture	How would you describe the team culture?
Next Steps	Who else should I speak with?

8. Cold Outreach Sequences (7-step)

A multi-touch sequence example (7 touches across 4 weeks): 1) Day 0 — Connect on LinkedIn with a short note. 2) Day 2 — Short follow-up message with one specific question. 3) Day 6 — Share a relevant article or insight, tag them (value add). 4) Day 10 — Ask for a 10■minute informational chat. 5) Day 17 — Apply to the role (if available) and mention you connected. 6) Day 21 — Ask politely for a referral (if there's alignment). 7) Day 28 — Final polite follow-up or leave on a note of thanks. Always provide an easy 'yes/no' option and an opt-out: 'If now isn't a good time, no worries — thanks!'

9. Scheduling Interviews: Phone & Calendar scripts

When scheduling, be concise and confirm time zones and mode (video/phone/in-person). Calendar invite template: Title: Interview — [Your Name] — [Role] When: [date/time] (include timezone) Location: [Zoom link / Office address / Phone] Agenda: 15-min intro, 30-min tech discussion, 15-min Q&A; (adjust to role) Add a contact phone number and brief one-paragraph bio in the invite body.

10. Phone & Voicemail Scripts

Voicemail (when you reach gatekeeper or unknown direct number): 'Hi [Name], this is [Your Name]. I'm a [role/skill], reaching out because I applied for [Job Title] at [Company] and wanted to introduce myself briefly. I'll also send a short note to your email. If you're the right person, could you please let me know the best contact for hiring queries? My number is [your phone]. Thank you!' Keep voicemails under 30 seconds.

11. Follow-ups, Tracking & Re-engagement

Follow-up cadence (after applying or meeting): • Day 3: Thank-you + 1-line restate of fit. • Day 7: Value add (article, portfolio piece). • Day 14: Brief status check. • Day 21+: Final polite check-in and leave it. Tracking: maintain a sheet with columns: Name, Role, Company, Contact, Date contacted, Last action, Next step, Outcome.

12. How to Prep HR/Recruiter Conversations

Prepare 3 concise stories (Situation — Action — Outcome) that show impact. Have one-sentence summary, 30-second pitch, and a one-page role-specific summary to paste into messages. Practice answers to: why this company, why this team, top strengths, salary expectations (range).

13. Negotiation & Offer-stage Scripts

When negotiating, be collaborative. Use phrases like: 'I'm excited about the role. Based on market research and my experience, a target range of [X–Y] seems appropriate. Is there flexibility on base or equity?' Ask about total compensation, growth path, and review cycles. Get offer in writing.

14. Networking Events & Conference Playbook

Before event: research attendees & speakers; set 3 goals (meet speaker X, collect 5 business cards, follow-up with 3 people). During: short intro script — 'Hi, I'm [Name], I work on [skill]. What's the most interesting project you're working on?' After: send a personalised LinkedIn + email within 24–48 hours referencing something you discussed.

15. Worksheets, Checklists & Tracking Templates

Included templates: • 1-page 'one-line pitch' template • Referral blurb sample (copy-paste for referrer) • 30-day outreach calendar (daily tasks) • Contact tracker (CSV-friendly) See final pages for simple printable templates.

Referral blurb — copy for referrer

```
[Candidate Name] is an experienced [role] who delivered [key result —
quantifiable]. They are applying for [Job Title] on your team and I
recommend them for their [skill/trait]. Contact: [email]
```

16. Sample 30-day outreach plan

Week 1: research 20 companies, identify 40 contacts, connect on LinkedIn, 5 informational requests. Week 2: follow-ups, apply to top 5 roles, ask for 3 referrals. Week 3: deeper value-add messaging (share work samples), schedule interviews. Week 4: final push, negotiation prep, thank-you notes, maintain long-term relationships.

17. Bibliography & Resources

Key books & resources: • Never Eat Alone — Keith Ferrazzi (networking principles) • The 2-Hour Job Search — Steve Dalton (targeted outreach) • Harvard Business Review — articles on outreach & referrals • LinkedIn resources & Career Contessa guides • Email finder tools: Hunter, Clearout, Anymailfinder

Appendix — Templates & Checklists (page 1)

1. [ ] Example checklist item 1
2. [ ] Example checklist item 2
3. [ ] Example checklist item 3
4. [ ] Example checklist item 4
5. [ ] Example checklist item 5
6. [ ] Example checklist item 6
7. [ ] Example checklist item 7
8. [ ] Example checklist item 8
9. [ ] Example checklist item 9
10. [ ] Example checklist item 10
11. [ ] Example checklist item 11
12. [ ] Example checklist item 12
13. [ ] Example checklist item 13
14. [ ] Example checklist item 14
15. [ ] Example checklist item 15
16. [ ] Example checklist item 16
17. [ ] Example checklist item 17
18. [ ] Example checklist item 18
19. [ ] Example checklist item 19
20. [ ] Example checklist item 20
21. [ ] Example checklist item 21
22. [ ] Example checklist item 22
23. [ ] Example checklist item 23
24. [ ] Example checklist item 24

Appendix — Templates & Checklists (page 2)

1. [ ] Example checklist item 1
2. [ ] Example checklist item 2
3. [ ] Example checklist item 3
4. [ ] Example checklist item 4
5. [ ] Example checklist item 5
6. [ ] Example checklist item 6
7. [ ] Example checklist item 7
8. [ ] Example checklist item 8
9. [ ] Example checklist item 9
10. [ ] Example checklist item 10
11. [ ] Example checklist item 11
12. [ ] Example checklist item 12
13. [ ] Example checklist item 13
14. [ ] Example checklist item 14
15. [ ] Example checklist item 15
16. [ ] Example checklist item 16
17. [ ] Example checklist item 17
18. [ ] Example checklist item 18
19. [ ] Example checklist item 19
20. [ ] Example checklist item 20
21. [ ] Example checklist item 21
22. [ ] Example checklist item 22
23. [ ] Example checklist item 23
24. [ ] Example checklist item 24

Appendix — Templates & Checklists (page 3)

1. [ ] Example checklist item 1
2. [ ] Example checklist item 2
3. [ ] Example checklist item 3
4. [ ] Example checklist item 4
5. [ ] Example checklist item 5
6. [ ] Example checklist item 6
7. [ ] Example checklist item 7
8. [ ] Example checklist item 8
9. [ ] Example checklist item 9
10. [ ] Example checklist item 10
11. [ ] Example checklist item 11
12. [ ] Example checklist item 12
13. [ ] Example checklist item 13
14. [ ] Example checklist item 14
15. [ ] Example checklist item 15
16. [ ] Example checklist item 16
17. [ ] Example checklist item 17
18. [ ] Example checklist item 18
19. [ ] Example checklist item 19
20. [ ] Example checklist item 20
21. [ ] Example checklist item 21
22. [ ] Example checklist item 22
23. [ ] Example checklist item 23
24. [ ] Example checklist item 24

Appendix — Templates & Checklists (page 4)

1. [ ] Example checklist item 1
2. [ ] Example checklist item 2
3. [ ] Example checklist item 3
4. [ ] Example checklist item 4
5. [ ] Example checklist item 5
6. [ ] Example checklist item 6
7. [ ] Example checklist item 7
8. [ ] Example checklist item 8
9. [ ] Example checklist item 9
10. [ ] Example checklist item 10
11. [ ] Example checklist item 11
12. [ ] Example checklist item 12
13. [ ] Example checklist item 13
14. [ ] Example checklist item 14
15. [ ] Example checklist item 15
16. [ ] Example checklist item 16
17. [ ] Example checklist item 17
18. [ ] Example checklist item 18
19. [ ] Example checklist item 19
20. [ ] Example checklist item 20
21. [ ] Example checklist item 21
22. [ ] Example checklist item 22
23. [ ] Example checklist item 23
24. [ ] Example checklist item 24

Appendix — Templates & Checklists (page 5)

1. [ ] Example checklist item 1
2. [ ] Example checklist item 2
3. [ ] Example checklist item 3
4. [ ] Example checklist item 4
5. [ ] Example checklist item 5
6. [ ] Example checklist item 6
7. [ ] Example checklist item 7
8. [ ] Example checklist item 8
9. [ ] Example checklist item 9
10. [ ] Example checklist item 10
11. [ ] Example checklist item 11
12. [ ] Example checklist item 12
13. [ ] Example checklist item 13
14. [ ] Example checklist item 14
15. [ ] Example checklist item 15
16. [ ] Example checklist item 16
17. [ ] Example checklist item 17
18. [ ] Example checklist item 18
19. [ ] Example checklist item 19
20. [ ] Example checklist item 20
21. [ ] Example checklist item 21
22. [ ] Example checklist item 22
23. [ ] Example checklist item 23
24. [ ] Example checklist item 24

Appendix — Templates & Checklists (page 6)

1. [ ] Example checklist item 1
2. [ ] Example checklist item 2
3. [ ] Example checklist item 3
4. [ ] Example checklist item 4
5. [ ] Example checklist item 5
6. [ ] Example checklist item 6
7. [ ] Example checklist item 7
8. [ ] Example checklist item 8
9. [ ] Example checklist item 9
10. [ ] Example checklist item 10
11. [ ] Example checklist item 11
12. [ ] Example checklist item 12
13. [ ] Example checklist item 13
14. [ ] Example checklist item 14
15. [ ] Example checklist item 15
16. [ ] Example checklist item 16
17. [ ] Example checklist item 17
18. [ ] Example checklist item 18
19. [ ] Example checklist item 19
20. [ ] Example checklist item 20
21. [ ] Example checklist item 21
22. [ ] Example checklist item 22
23. [ ] Example checklist item 23
24. [ ] Example checklist item 24

Appendix — Templates & Checklists (page 7)

1. [ ] Example checklist item 1
2. [ ] Example checklist item 2
3. [ ] Example checklist item 3
4. [ ] Example checklist item 4
5. [ ] Example checklist item 5
6. [ ] Example checklist item 6
7. [ ] Example checklist item 7
8. [ ] Example checklist item 8
9. [ ] Example checklist item 9
10. [ ] Example checklist item 10
11. [ ] Example checklist item 11
12. [ ] Example checklist item 12
13. [ ] Example checklist item 13
14. [ ] Example checklist item 14
15. [ ] Example checklist item 15
16. [ ] Example checklist item 16
17. [ ] Example checklist item 17
18. [ ] Example checklist item 18
19. [ ] Example checklist item 19
20. [ ] Example checklist item 20
21. [ ] Example checklist item 21
22. [ ] Example checklist item 22
23. [ ] Example checklist item 23
24. [ ] Example checklist item 24

Appendix — Templates & Checklists (page 8)

1. [ ] Example checklist item 1
2. [ ] Example checklist item 2
3. [ ] Example checklist item 3
4. [ ] Example checklist item 4
5. [ ] Example checklist item 5
6. [ ] Example checklist item 6
7. [ ] Example checklist item 7
8. [ ] Example checklist item 8
9. [ ] Example checklist item 9
10. [ ] Example checklist item 10
11. [ ] Example checklist item 11
12. [ ] Example checklist item 12
13. [ ] Example checklist item 13
14. [ ] Example checklist item 14
15. [ ] Example checklist item 15
16. [ ] Example checklist item 16
17. [ ] Example checklist item 17
18. [ ] Example checklist item 18
19. [ ] Example checklist item 19
20. [ ] Example checklist item 20
21. [ ] Example checklist item 21
22. [ ] Example checklist item 22
23. [ ] Example checklist item 23
24. [ ] Example checklist item 24

Appendix — Templates & Checklists (page 9)

1. [ ] Example checklist item 1
2. [ ] Example checklist item 2
3. [ ] Example checklist item 3
4. [ ] Example checklist item 4
5. [ ] Example checklist item 5
6. [ ] Example checklist item 6
7. [ ] Example checklist item 7
8. [ ] Example checklist item 8
9. [ ] Example checklist item 9
10. [ ] Example checklist item 10
11. [ ] Example checklist item 11
12. [ ] Example checklist item 12
13. [ ] Example checklist item 13
14. [ ] Example checklist item 14
15. [ ] Example checklist item 15
16. [ ] Example checklist item 16
17. [ ] Example checklist item 17
18. [ ] Example checklist item 18
19. [ ] Example checklist item 19
20. [ ] Example checklist item 20
21. [ ] Example checklist item 21
22. [ ] Example checklist item 22
23. [ ] Example checklist item 23
24. [ ] Example checklist item 24

Appendix — Templates & Checklists (page 10)

1. [ ] Example checklist item 1
2. [ ] Example checklist item 2
3. [ ] Example checklist item 3
4. [ ] Example checklist item 4
5. [ ] Example checklist item 5
6. [ ] Example checklist item 6
7. [ ] Example checklist item 7
8. [ ] Example checklist item 8
9. [ ] Example checklist item 9
10. [ ] Example checklist item 10
11. [ ] Example checklist item 11
12. [ ] Example checklist item 12
13. [ ] Example checklist item 13
14. [ ] Example checklist item 14
15. [ ] Example checklist item 15
16. [ ] Example checklist item 16
17. [ ] Example checklist item 17
18. [ ] Example checklist item 18
19. [ ] Example checklist item 19
20. [ ] Example checklist item 20
21. [ ] Example checklist item 21
22. [ ] Example checklist item 22
23. [ ] Example checklist item 23
24. [ ] Example checklist item 24