# The Successful Person's Guide to Networking

Build Your Credibility Enhance Your Influence EXCERPT

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# **Your Pitch**

## Making a Positive Impression in 30 Seconds

Personal presence starts with a smile, a firm handshake, eye contact, and a positive sense of self. Another way of thinking about positive first impressions is that they start from a state of "relaxed readiness." When you are relaxed and ready, you convey a calm, yet interested demeanor, and most importantly, you are approachable. Once you have made the initial connection with your target, you have about 30 seconds to describe who you are and give them a reason to want to keep chatting with you.

#### Key Ingredients of a brief introduction:

- $\circ$   $\,$  Clear language without word fillers (e.g., um, so, ah, etc.,)  $\,$
- Make it memorable:
  - "I help small businesses reduce their taxable income."
- $\circ$   $\;$  Tell a story, don't string together a series of facts  $\;$
- Keep the ball in play after 30 seconds by turning the conversation back to them, and then add tidbits here and there.

## Keeper

A great pitch is memorable and instills interest in the listener – during and after the event. The goal is to be of value to others.

"Somebody's boring me. I think it's me."

- Dylan Thomas

Business Networking: Give now, take later

## **Final Thoughts**

People don't act on information. They act on how they feel about the information. Most people enter a networking event with a negative mindset. After all, most of us would rather be home binge-watching Netflix with a bag of Doritos than meeting strangers on purpose. If the event is not amounting to much in the way of contacts, stay an extra half hour and be a resource for someone else. You never know where it will lead.

### **Keeper**

Mindset is everything. If you go into the event with an open mind and a positive outlook, people will pick up on that energy and demeanor and will choose to talk to you.

Jot down some thoughts about your new and improved "commercial:"

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