

The Successful Person's Guide to

Networking

*Build Your Credibility
Enhance Your Influence*

EXCERPT



Barbara Roche & Associates

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“Somebody’s
boring me.
I think
it’s me.”

- Dylan Thomas

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:

- Clear language without word fillers (e.g., um, so, ah, etc.,)
- Make it memorable:
“I help small businesses reduce their taxable income.”
- 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.

