

ELEVATING YOUR NETWORKING PITCH

Career Planning & Development Center

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Awkward small talk can be avoided when connecting with new professional contacts by preparing a self introduction, or networking pitch, that can be customized for your intended audience.

A **networking pitch** is a brief, thoughtfully prepared and practiced message about your academic and professional self. Your pitch should be delivered with purpose and last no greater than one minute.

Done right, a networking pitch can be the verbal equivalent of dressing for the job you want. That is, it can show you in a good light today, as well as reveal what you're capable of in the future.

Review the information below to assist with preparing your own networking pitch.

Your networking pitch tells your audience who you are, what you do, and where you're going.

1. Who you are: Hello, my name is Ryan Gorlok, and I am a sophomore Computer Science major at Webster University in St. Louis.
2. What you do: Outside of my studies, I work at the information technology help desk at Webster, where I assist faculty, staff, and students with a range of technical issues.
3. Where you're going: I'm looking ahead to Summer 20xx internship opportunities where I can apply and hone technical skills to solve problems creatively in a mission-driven and team-structured environment.

Tips for success

- you have a limited amount of time to entice your listener, so keep your pitch under one minute.
- Focus on the most interesting or memorable facts—the ones that really make you stand out from others.
- Ask yourself, *so what?* after reviewing your pitch. Think about the the impact your pitch will have on your intended audience and how you will set the stage for continued dialogue.
- your networking pitch should sound like something you would actually say in normal conversation, not like you're reciting something you carefully wrote.

Try it out

Prepare a networking pitch by first making a list of important pieces of information that you want to convey about yourself. You will include who you are, what you do, and where you're going as a general framework for preparing your pitch. Create a couple variations of your pitch by preparing a draft from the list of important pieces of information about yourself.