

# 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.

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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.

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- 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.

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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.