



# DITCH THE PITCH

*Elevating Your Introduction to Build Interest and Connection*

01



If the thought of “networking” makes you feel like this guy, be sure not to skip this step!

Put some concentrated effort into breaking down what you love and why instead of focusing so much on a job title (or lack thereof). By the way, you need to do better than “to pay the bills” here. Opening up with all your complaints and dislikes will only attract people who aren’t going very far, so aim for something that will make you smile, or gives you a sense of pride (even if it’s not your current “job” or career path).

STEP  
01

Think Positively

02

STEP  
02

Spend the Time to  
Think Creatively

Think of a few interesting stories and parallels for what you do. Whether you view your role as highly technical or exceedingly mundane, your job is to come up with a way to explain how you spend your time in a manner that makes sense to others. If you feel lost with this one, solicit a friend or colleague in another industry to help.



03

STEP  
03

Listen without  
Judgment

Once you’ve opened the door and shared who you are and what you’re excited about, be sure to ask the other person the same. Instead of saying “what do you do?,” consider questions like “what has gotten you excited recently?” Or, “what keeps you up at night?” This last question is a great transition if you shared something you’re very passionate about as it can be much easier to bond over volunteer experiences or mission based work, than job titles. Also, remember, not everyone has a traditional “job” so stay away from questions that assume or suppose everyone should.

04

STEP  
04

Keep Calm  
and  
Carry On

At this stage in the conversation, you are now beyond introductions and instead, digging deeper into topics that both parties actually care about. Congratulations! You have officially swapped scripted networking phrases with meaningful dialogue that more easily allows conversation to flow and additional introductions to occur. At this point, just continue until it feels like a natural break is needed and let them know how much you’ve enjoyed meeting them. At that time, you can also decide if you want to exchange cards, connect on social media, etc. **Don’t feel pressured to talk forever or collect business cards - you are better than that!**



05



Attend two events each month for a consecutive year to perfect and fully adopt your new introduction. Also play around with a few variations that naturally work in different environments so you don’t get bored with it, or become so rigid it feels scripted. This will also give you more confidence and eliminate the pressure you feel to “network.”

Who knows..... You might even start to look like this guy the next time someone invites you out to a social or business outing!

PHASE  
05

Practice &  
Repeat