

Day 5

**Friday Worksheet**

# *How to perfect your pitch*

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## ***How to perfect your pitch***

### ***Use this checklist to help you make a great first impression in any professional situation***

- Practice, practice, practice your self-introduction. The best pitches are natural (not canned), but prepared. When possible, practice your pitch in front of a trusted friend, family member or career services professional and tape yourself to see how you come across.
- Make sure your image matches your pitch. You need to dress professionally, but it's okay to show some flair with a bright tie or a unique piece of jewelry. Do some research on the industry you want to join to learn what's appropriate. No matter what, look neat (iron everything) and groomed.
- Smile. It's simple, but a smile can go a long way towards making a good impression (and putting you at ease).
- Make direct eye contact with your listener. If your eyes are wandering or looking down, people will assume you're distracted or not very interested in talking to them.
- Say your name clearly. It's one of the most important elements you want your listener to remember.
- Be clear and concise. There's no need to tell someone your life story. Highlight the most important elements of your personal brand (what you're studying, your key experience, what you hope to do in the future) and then let the conversation flow from there.
- Show your passion. Recruiters consistently say that passion stands out. Let your enthusiasm shine through.
- Stop talking. After about 20 to 30 seconds, finish your introduction and let the other person speak. Listening skills are just as important as speaking skills.

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