



Standout in 30-Seconds

How to Make a High Impact Self-Introduction



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Agenda

- Networking 101
- Getting started
- Content
- Delivery
- 3-words
- Your questions



Networking 101

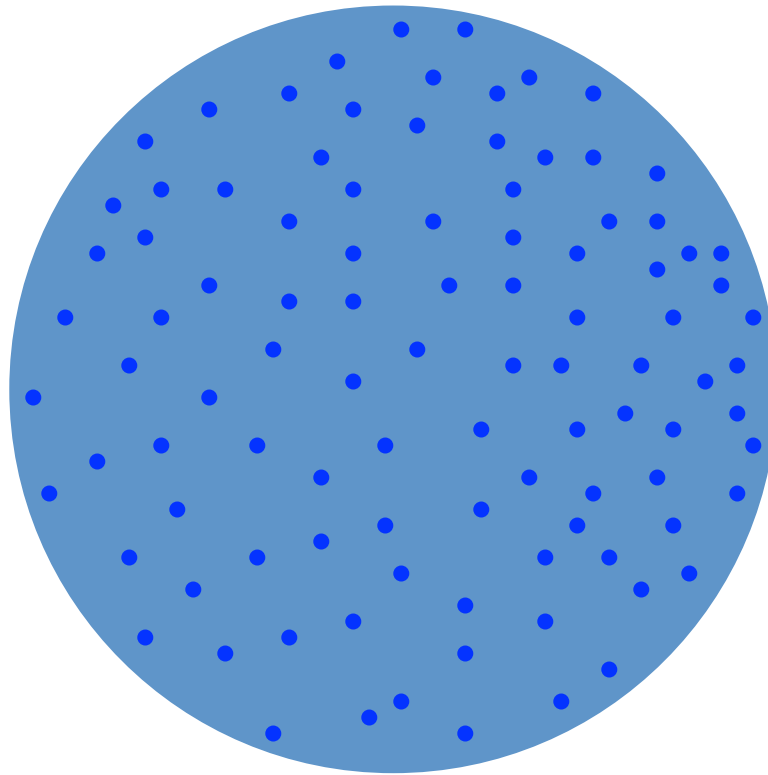


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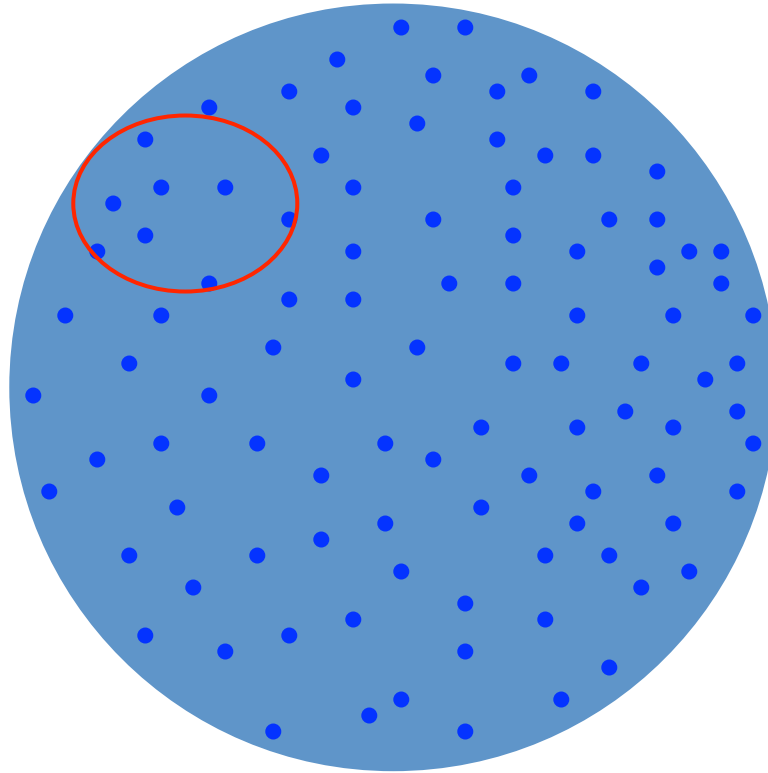
Purpose

“To connect to knowledge and relationships.”

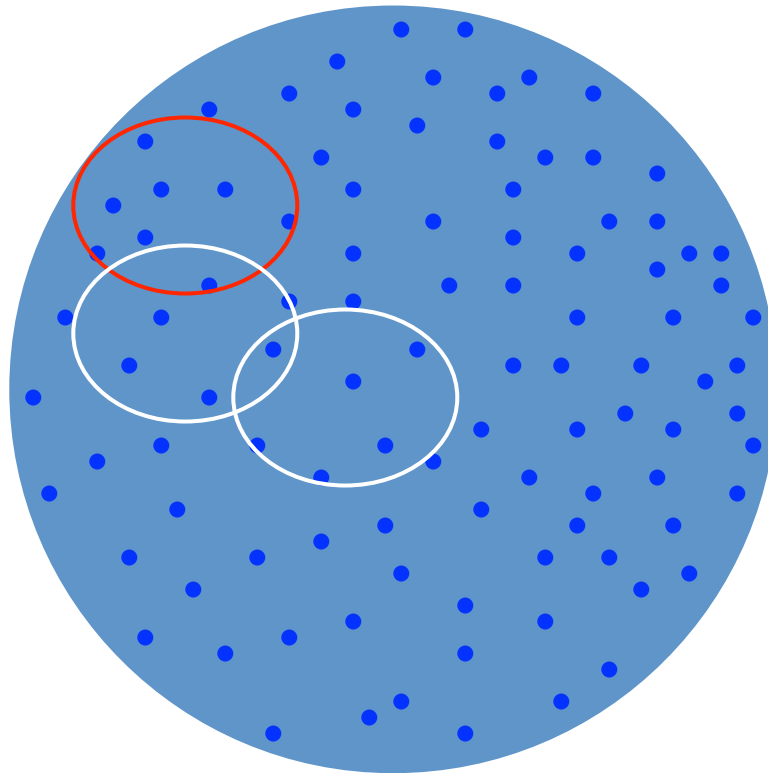
Superficial



Superficial



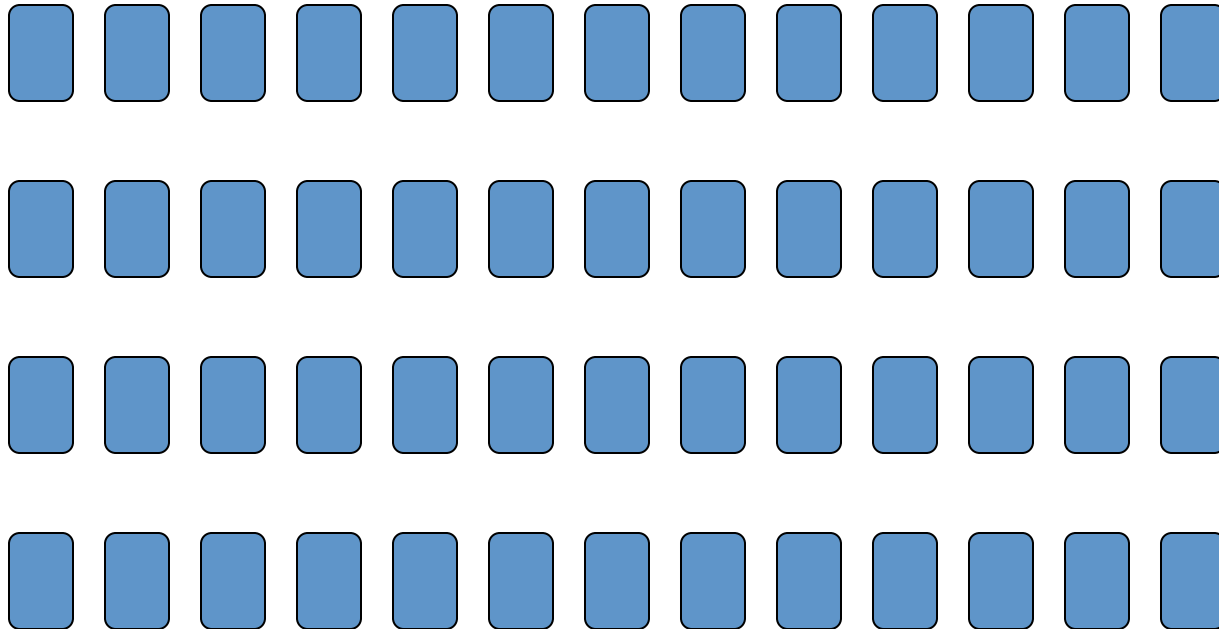
Superficial



Superficial → High Trust

Memory

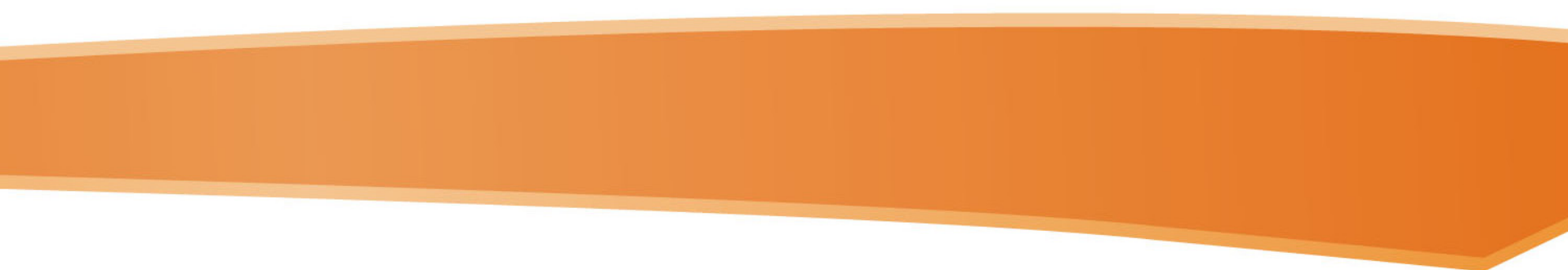
Memory



Legal Tender

Legal Tender

Goodwill

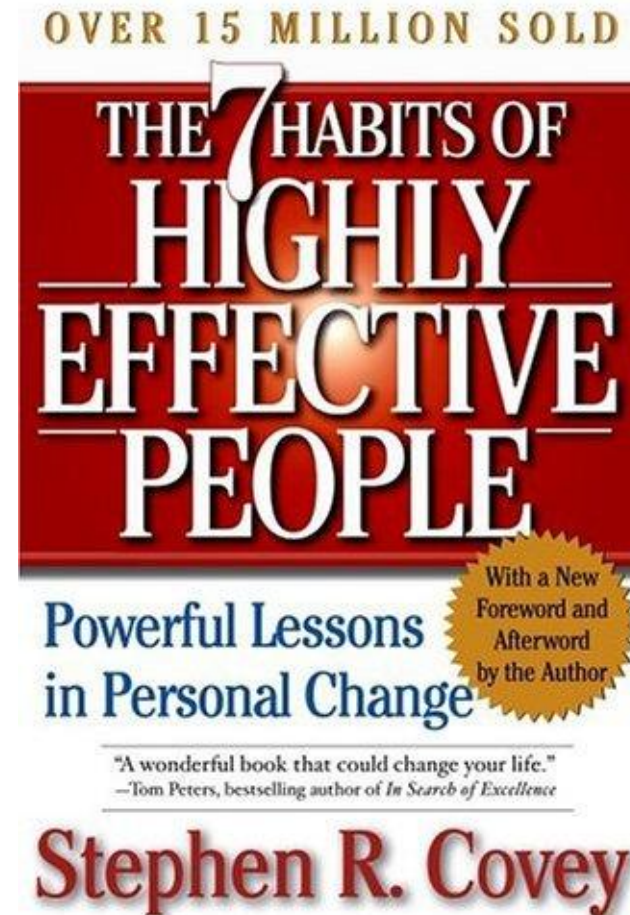
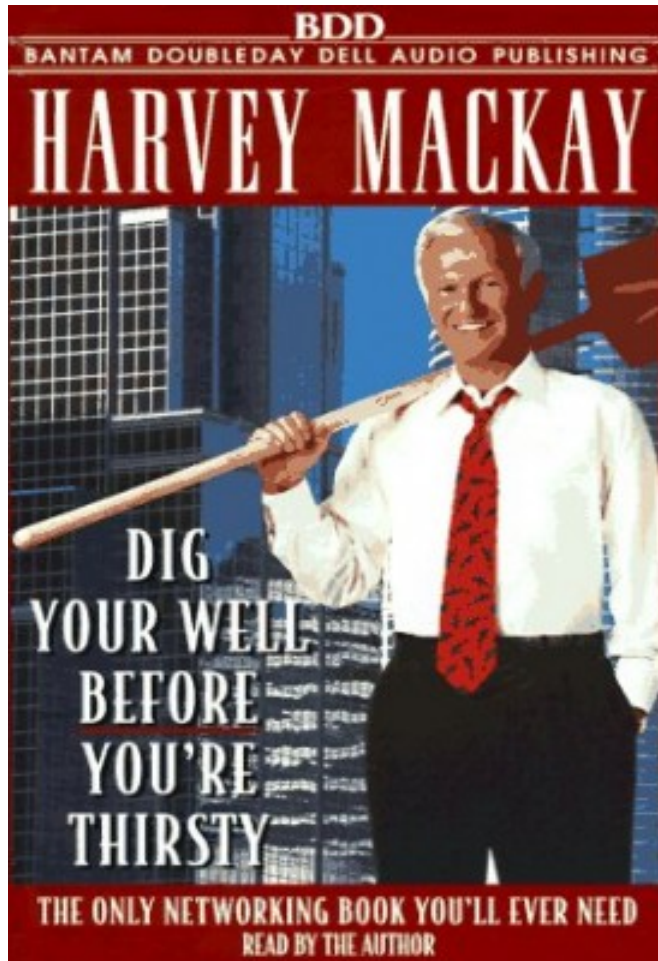


“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

– Dale Carnegie

Recommended Reading

Recommended Reading





Getting Started



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Purpose

Purpose

“To create a conversation.”

Types

Types

- Standard
 - Unique audience

Types

- Standard
 - Unique audience
- Progressive
 - Frequent audience



Content

Know Your Audience

Know Your Audience

- What do they do?
- Who do they know?

Know Your Audience

- What do they do?
- Who do they know?

THEY ARE NOT PROSPECTS!

Who Do You Want to Meet?

Who Do You Want to Meet?

- Who are you ultimately trying to get to?

Who Do You Want to Meet?

- Who are you ultimately trying to get to?
 - Specificity wins
 - You can not be too narrow
 - It's best if you can name them “by name”

What's in It for Them?

What's in It for Them?

- Think empathically...
- How will your targets world be better?
 - Taller
 - Prettier
 - Richer

What's in It for Them?

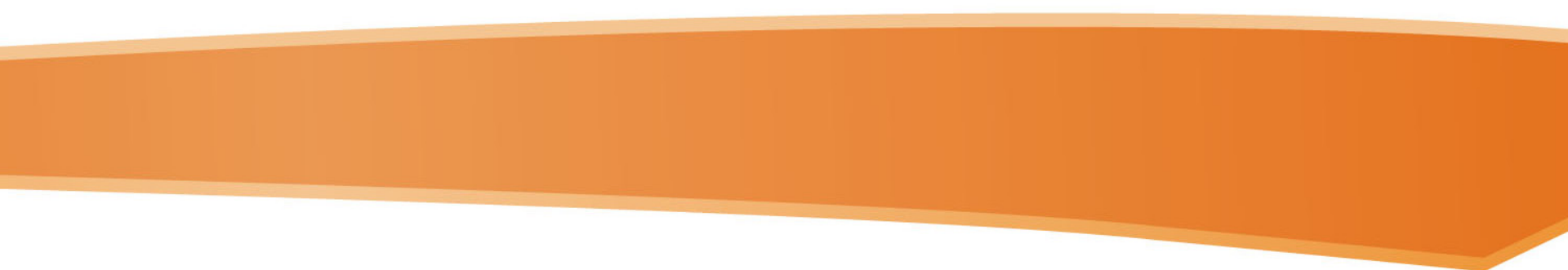
- Think empathically...
- How will your targets world be better?
 - Taller
 - Prettier
 - Richer

“We’ll help them avoid this or get this...”

Your Appeal

Your Appeal

- What's desired audience action
 - Introduction
 - Meeting
 - Conversation



Hemingway once wrote a story
in just a few words.



Delivery

Passion

Passion

- Tone
- Body language

Passion

- Tone
- Body language

Be memorable.

Baby Food

Baby Food

Be:

- Easy to digest
- Portable

Baby Food

Be:

- Easy to digest
- Portable

Applies to content and delivery.

Considerate

Considerate

- Brief
- Clear

Considerate

- Brief
- Clear

Know the environment/audience.

Humor

Humor

- Be careful
- Self-deprecating

Humor

- Be careful
- Self-deprecating

Can be magical.



3-Words

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- You

- You
- People person (or full service)

BONUS

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BONUS

Pancakes

BONUS

Pancakes

To speak well you have to have
spoken poorly.



Questions?

I'd love to hear from you...

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