

Networking Pitch Builder

Accompanying worksheet to 'So... What Do You Do? – Nailing Networking & Founder Identity'

In the video, we explored how talking about your business can feel awkward, especially when you've created a role or service that is new, unique, or complex. We covered the importance of being clear on your intention, showing curiosity and interest in others, and using stories rather than job titles to make your business memorable.

This worksheet will help you craft a networking pitch that feels authentic, story-driven, and confident.

1. Clarify Your Intention

Start by thinking about the purpose of your conversation.

What do you want to achieve in networking situations?

What would a successful conversation look like?

Who do you want to connect with or help?

2. Focus on Them

Shift your attention to the person you are talking to.

What might they be struggling with, curious about, or hoping to achieve?

What questions could you ask to show genuine interest?

How could you listen and respond in a way that feels meaningful, not salesy?

3. Craft Your Story

Stories make your business real and memorable.

Think of one example where you helped someone achieve a result, solve a problem, or overcome a challenge.

Before: What was their situation like?

Action: What did you do or guide them to do?

After: What changed for them?

How could you share this story naturally in conversation?

4. Practice Your Pitch

Bring the elements together in a short, engaging way.

Using your story and focus on others, write a 30–60 second version of your networking pitch:

Keep it conversational, authentic, and clear.

5. Take Action

Before you finish:

What is one networking opportunity this week where you can try your pitch?

How will you prepare to listen and be curious, not just “deliver your pitch”?

Closing Thought

Your networking pitch doesn't have to be a script. When you focus on stories, connection, and authenticity, people remember you—and they remember how you make them feel. Practice, refine, and keep showing up. Your story is your superpower.

