



IRA Networking Presentation Technique Interesting / Relevant / Actionable

Preparing for your :30 Networking Introduction

To ensure you have something new and interesting to say every time you introduce yourself at a networking meeting where people have heard your introduction several times:

- Brainstorm a list of the problems your business or service addresses
- Brainstorm a list of ways you address the problems
- Choose one of those problems and solutions each time you introduce yourself and your business.

Ensure your :30 is relevant to the audience:

- Describe a problem your company or service resolves that might be familiar to the audience
- Provide an example of a problem you encountered and how you resolved it.
- Provide a learning “tip of the day” that would help someone avoid the problems that you resolve

Close with an actionable statement:

- Let the audience know how they can help you grow your business
- Describe a good referral for your business
- Ask the audience to do something that will protect them from the problem you described when you opened
- Repeat your name and business
- Say, ‘Thank you’ and sit down

Delivery Tips

- Rehearse OUTLOUD
- Time yourself
- Maintain open body language (show palms and allow arms to be at your side)
- Speak Up
- Make three beat eye contact all around the room

