

Quick Tip Sheet

Professional Introduction Pitch

What is a Professional Introduction Pitch?

A Professional Introduction Pitch is a brief introduction of yourself that can be used in a variety of situations including (but not limited to) networking events, career fairs, or informal networking conversations. The purpose of the pitch is to clearly communicate who you are, what your passion is, what you have to offer, and, most importantly, what you are looking for. While you should prepare your pitch ahead of time, it should also sound natural when it's delivered.

Structure of the Pitch

An effective professional pitch includes the following information:

Introduction: Who are you?

- Tell them who you are: your name and your educational/career background (majors, minors, year at URI, etc.)

Interests: What are you passionate about?

- Concisely explain your career passions and interests.

Experience: What have you done? What do you have to offer?

- What experience(s) have you had and what perspective/skills have you gained from that experience? (This can be from your courses, work experience, internships, etc.). Relate these experiences and skills to your passion to demonstrate your involvement with your passion.

Goals: What are you looking for? What are your next steps?

- Tell the listener what you would like to do next with this passion and how that is related to the type of work that they are involved with.

Call to Action: How can the person you are speaking to help you achieve your goals or explore your interests?

- End with a specific prompt that continues the conversation. This could be a question that invites further conversation, or a request for a specific action in the future.

Example Introduction Pitch

My name is Ella Vader and I am currently a senior at the University of Rhode Island majoring in Nutrition and Dietetics with a minor in Psychology. I am passionate about working at the global level to ensure that children and young adults have access to healthy food options. I recently completed an internship with Edesia, where I learned about the inner workings of a non-profit that specifically focuses on treating and preventing malnutrition. Through this internship I was able to research and develop ways to improve distribution systems for Edesia and learned how to collaborate with others. As I think about my next steps, your work at South County Hospital in nutrition education and outreach really interests me. I'd love to find a time to meet with you and learn more about what you do, and the program at South County Hospital.

Constructing Your Pitch

Try not to focus on crafting perfect sentences for your pitch. Instead, just provide the basic information in the lines below.

Introduction: Who are you? (Name, Major/Minors, Year, University)

Interests: What are you passionate about? What is important to know about your interests and/or values?

Experience: What have you done so far or what are you currently doing to turn your passion into action? What skills do you have to offer?

Goals: What are you looking for? What are your next steps?

Call to Action: How can the person you are speaking to help you achieve your goals or explore your interests?

Practice!

Now that you have your pitch components, put them together and practice delivering your entire pitch. There are many ways to practice your pitch: For some people, talking out loud to yourself or with someone else works best. For others, writing sentences and memorizing the pitch works better. Choose the method that works best for you to create an organic sounding pitch.

When delivering your pitch, keep the following things in mind:

- Speak slowly and clearly.
- Aim for familiarity rather than memorization: You should know the elements of your pitch inside and out, but don't focus too much on crafting the perfect phrase. If you focus on the ideas you are communicating rather than the specific words you are saying, your delivery will sound more natural.
- Effective delivery requires a strong pitch paired with confident, open body language - eye contact, straight posture, and a friendly expression will make your pitch much more believable.

Keep in Mind

Your professional introduction pitch will change according to your career or internship goal. The key to a successful pitch is to be genuine in describing your passions but to also tailor your experiences and skills to the audience accordingly.