

Life's a pitch...

and you need to be ready.

Prepare for events such as bumping into your boss and other colleagues or potential employers with a perfect pitch. It's also a great networking tool to have in your arsenal.

When people ask 'So... what do you do?' you'll have impact and leave the best impression.



You're aiming to convey your skills, experience, purpose and passion in a short time and in a potential career clinching moment! It's no mean feat. Let me show you how with these four simple steps.



'Life's a *itch. You've got to go out and kick a.'** Maya Angelou

It's Attention, Clarify, Detail and Conclusion. Think ACDC!

Attention – Here you introduce yourself and grab the attention of the audience. They are eager to hear from you...believe it!

A= Good morning XXX (their name), it's great to meet you. My name is XXX, currently studying for my degree in Chemistry.

Clarify – Prepare the audience for your message. Clarify what is going to happen. Let them know the structure, show you are prepared and prove that you value their time.

C= I have been closely following your company's progress in developing organic cleaning products and would like to tell you about a similar project I have been working on, inspired by your ethos.

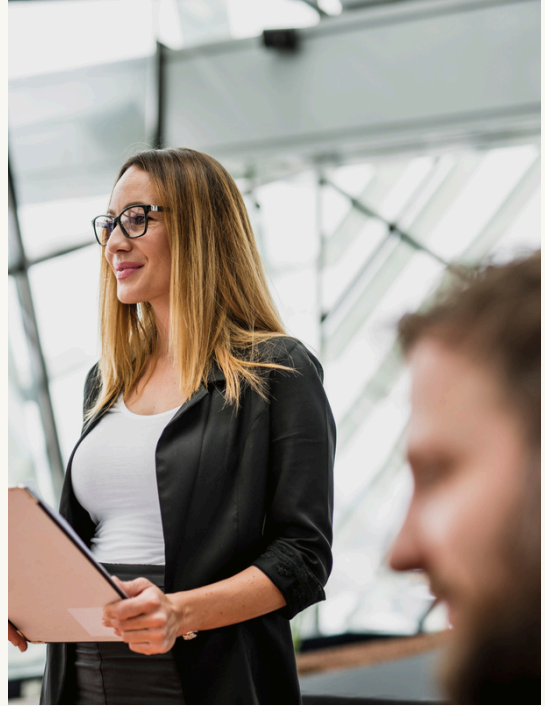
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Detail- Provide the detail... the information, data and evidence to manifest your message. You may make multiple points. Each point develops and proves your message.

D= I have successfully created a line of organic surface wipes and secured a bio-diesel shipping method to transport the products. These are currently being sold via an online marketing platform and interest in my product has reached the tens of thousands.



Conclusion- Wrap it up perfectly. Thank them for listening to your concluded messages from the detail. Then a call to action; what needs to happen now. Or an invitation for your audience to accept the message, engage with and embrace the vision you have shared.



*C= Would it be possible to please have some of your time and schedule a call or meeting for me to share my development with you?
Thank you so much for your time.*

This template works for all types of career communication; for CVs, cover letters, personal statements, emails and so much more!

Combine each of these elements flexibly... all or some of them, depending on the occasion. For example, in a CV, the detail takes the lead whilst the other parts are covered in the covering letter.

You should now feel more ready to go out and share your potential with the world.

In those career clinching moments Career Comms will help you to figure out what to say and how to say it to secure success!

Melissa xo

Check out some of our goodies on linktr.ee/honeybeyou for tons more information and inspiration.