

**Business Creator Badge****Make an Impression**

Think of meeting a new person as an opportunity to pitch yourself and what you believe in. A first impression is formed within 30 seconds. If you want to make a strong first impression:

- ▶ **Practice business etiquette.** Think about simple things like dressing neatly, starting with a handshake, and ending with a thank you. Have some small talk topics in mind and picture what you'll do with your hands when you're talking.
- ▶ **Make eye contact.** Look people in the eye.
- ▶ **Be energetic.** You believe in your product or service: Use that enthusiasm to sell it!
- ▶ **Speak up—clearly.** Practice your pitch beforehand to make sure you're not speaking too softly, quickly, or slowly. Avoid repeating things like "um" and "like."

*Adapted from Become the CEO of You, Inc.  
by Susan Bulkeley Butler*