



# Networking That Actually Feels Fun



**more collabs,  
more clients,  
less stress**

Because  
business feels  
better when it's  
built on real  
connections



Hey there! 🙌

Can we all just agree that most 'networking advice' feels gross to those of us who are creative, introverted, or juggling multiple passions?

Things like...

- "You HAVE to nail your elevator pitch!" Just thinking about this is probably giving you sweaty pits. 😓
- "Be professional" - My guess is that you started your own business so you could just be yourself! 🤔
- "Track your networking metrics daily - connections, comments, conversions!" - Raise your hand if you're already overwhelmed! 🙋

BLECH. 🤢

If you're reading this, you probably hate traditional networking as much as I do. Good news: you're not alone, and there's a better way.

I'm Deanna, (my friends call me dd) and I'm here to give you permission to ditch the pitch and just be a human who happens to have an online business.



first things first...

# The Big Networking Secret Nobody Tells You

**Here it is, the million-dollar networking secret:**

**You gotta be pals before you  
can pitch.**

**Mind. Blown. Right?** 🤯

The most successful connections in business don't start with polished pitches. They start with genuine human connection.

So here's my 4 step radical networking approach that actually works for people who *think* they hate networking...

(Maybe I can change your mind.)



# 1

# Ditch the Pitch 🙌

If the thought of perfecting an elevator pitch makes you break out in hives, you're not alone.

Those rehearsed 30-second speeches often feel inauthentic and forced. And this is your permission slip to skip it! 🙌



Ok, so don't skip it totally. You need to be able to talk about what you do without rambling endlessly. So DEFINITELY work that out on paper, and revisit it often!

But... You can skip the idea of starting conversations with some long rehearsed intro. That's usually where people start thinking they "hate" networking.

So let's simplify it, shall we?

Just say what you do quickly and easily:

"I'm a VA who works with artists who teach online classes."

"I'm an email strategist who helps wellness coaches."

"I design websites for life coaches."

BOOM. DONE. ✅ That's it.

❌ No need for jargon.

❌ No need for your "unique methodology."

❌ No need to explain the transformation you provide or your three-step framework.

Just say what you do in 10ish words or less, and move on to step 2!

But before you do that, write yours below:

**What's your title?**

**Who do you help?**

**What do you help them do?**

**Just come up with a way to say those 3 things in the most concise way possible... the less the better!**

Remember, the idea is you're getting to know this person, which means you have time to talk about what you do more as you get to know each other - you don't have to say everything in the first 30 seconds, that feels a little pushy.

That's why you think elevator pitches are weird.



# 2

# Intro to Convo Combo

## This is where the magic happens.

After your quick introduction, MOVE ON and talk about literally anything else.

Let's count down the Top 5 ways to keep the convo going—TRL-style!



## 5.) Connect through content:

**INTRO:** I specialize in email marketing for SaaS companies. **CONVO:** I actually saw your recent LinkedIn post about crappy customer service and I was like, "YES! These are the hot takes I'm here for!!!" 😂

## 4.) Comment on their work space:

**INTRO:** I'm a VA who works with artists who teach online classes. **CONVO:** Oh my gosh, I love your wallpaper - it reminds me of Andy Warhol's style. 🤩

## 3.) Reference a mutual interest:

"I'm a freelance content strategist for coaches. **CONVO:** I noticed you had a Golden Girls GIF on your coffee chat sign up page - I've probably seen every episode! 🥰

## 2.) Give them a compliment:

**INTRO:** I manage operations for remote tech teams. **CONVO:** By the way, I LOVED your website! It was so colorful and fun!" 🎉

## And in the number one spot we have...

### Mention a mutual friend:

**INTRO:** I teach online business owners how to make money from email marketing. **CONVO:** I noticed we're both connected with Tori from Wear Wag Repeat Society - she's so awesome! How did you two connect? 🔗

So the idea is to make a brief statement about what you do, then immediately pivot to something personal or interesting you've observed about them that builds a natural bridge to conversation.

You've gotta do your homework before a coffee chat, or just be observant on a networking call (maybe quickly pull up their website) but it's totally worth it!

Mentioning a mutual friend is number one because it establishes immediate common ground and trust through your shared network.

It's like that saying, "A friend of hers is a friend of mine!" It fast tracks your friendship!

**But all these conversation starters just open up the door for a normal human chat, not a pitch fest.**



# 3

# Ask Genuine Questions 🤔

**People LOVE to talk about themselves.  
It's literally science.  
So give them the opportunity!**

But here's the key:

Ask questions you actually want to know the answers to and that don't feel like a total snooze fest or a dead end.



- What made you decide to start your business?
- What's been the most fun part of your work lately?
- What sparked your interest in this field originally?
- What's something you love doing outside of work?
- If you weren't doing what you do now, what alternative career would you explore?
- What's been your most unexpected source of inspiration lately?

- What's a tool or resource you discovered that's been a game-changer for you?
- What's a small win you celebrated recently?
- If you could instantly master one skill that would help you right now, what would it be?
- How has your definition of success evolved over time?
- What's a show you recently watched and loved?
- What's your favorite way to recharge when you're feeling creatively drained?
- What's been your most memorable collaboration so far?
- What's something you enjoyed doing as a kid that still influences your work today?
- What personal values show up most clearly in your work?
- What book or podcast has influenced your thinking the most this year?

**You get the idea... just have a conversation, ask questions, and see where it goes!**



# 4

## Keep in touch

If you don't follow up with folks, networking will be a total waste of your time.

Harsh, but true. 😬

But, following the first 3 steps of this plan will make reaching out feel more natural because you've had a real conversation and can send something fun like this:

"Hey Emily! It was so hilarious chatting about our mutual love of Real Housewives yesterday. I found that compilation of the biggest meltdowns I mentioned - thought you might enjoy it!"

### This example is awesome because:

- References your *actual* conversation
- Provides something of value - Hey, entertainment is valuable! 😄
- Doesn't immediately ask for anything

### Here's the best part:

When you've had a genuine connection with someone, following up doesn't feel like a chore - it feels like continuing a conversation with a new friend. ❤️

### Here's some easy inspo for reaching out...

- Send a funny meme
- Ask for recommendations
- Plan a future coffee chat
- Share an article
- Follow up on a mutual interest
- Share a podcast recommendation
- Invite them to an event you're going to
- Offer a helpful resource
- Invite to a virtual event

### Even more inspo for reaching out...

- Give them a shout out on social media
- Ask for their opinion on something
- Send a voice message
- Suggest a collaborative activity
- Follow up with a thoughtful question



### Keep Up With Your People

Don't put pressure on following up, but do stay organized!

- Use a CRM ([I use one called Dex](#)) (affiliate link)
- Or use a spreadsheet like this one:
  - Contact name
  - Last interaction date
  - Quick notes about them
  - And a category for follow up
- Organize them by date to cycle through as often as you can!

When you have your connections organized no one gets forgotten about or left behind.

### Don't overthink it!

Just reach out and say hi, mention something you talked about, and just have fun with it!



# Quick Recap:

**Ditch the pitch**

**Intro to Convo Combo**

**Ask genuine questions**

**Keep in touch**

You've made it to the end of this wild ride of a PDF! Hopefully it sparked some ideas and reminded you that networking can actually be fun when you do it on your terms.

Here's the secret: networking should feel good, not gross. Nobody loves a cold pitch with no personality, and no one wants a friend who only shows up when they need something.

Leading with generosity and genuine connection is the only way to go. It is also way more fun than the robotic stuff everyone else is doing.

If this approach resonates, **The Playhouse might be exactly what you're looking for.** It is a community of freethinking service providers who have ditched the networking robots playbook and are doing business like real humans.

## **Remember:**

**The best business relationships start with genuine human connection. ❤️**

So go forth, say what you do in 10ish words or less, and then get back to being a human. Your business (and your mental health) will thank you.

Ok - I'll see ya around!

And email me up if you need anything: [deanna@deannaseymour.com](mailto:deanna@deannaseymour.com)