



YaaMas

Networking that is fun and



Promote with Confidence

**How to Talk About Your Business
at Networking Events Without
Sounding Desperate, Awkward
or Pushy**



1. Reframe 'Selling' as 'Serving'

What if selling your service was an act of service? If your work genuinely helps people, then keeping it to yourself is actually unhelpful. When you stop viewing selling as "taking" and see it as "offering support", your whole energy changes, and so does the response you get.

If you don't talk about your business, who loses out?

Who might need what you offer right now and why would it help them?

It works because people feel your energy. When you show up with belief, clarity and intention to help, they'll respond with curiosity and not resistance.

Before a networking event or conversation, remind yourself: "I'm here to help someone solve a problem." Your business is the tool, not the focus.



What tangible change do people experience after working with you?

People don't buy services, they buy outcomes. When you confidently say "I help busy mums regain 5 hours a week with my systems", you're instantly relevant. Speak in the language of transformation.

You can do this by collecting results and testimonials. Think: what's different for your clients after working with you? Use those stories when you talk about your work.

2. Talk About the Impact, Not Just the Offer

You're not just selling a service — you're changing lives, solving problems or making something easier for someone. When you shift the focus from what you do to what changes because of it, you stop sounding like a salesperson and start sounding like a solution. That's when people lean in.

Are you focusing more on the process or the result when you speak?



3. Use Stories, Not Sales Pitches

Storytelling is connection. Instead of listing your packages or features, share a real example of a client you've helped. Talk about where they started, what they struggled with, what you did together and what shifted.

How can you make it conversational and real, not scripted?

What's a client transformation you're proud of that others could relate to?

It's low-pressure, high-impact and people see themselves in the story.

This humanises your business. A story bypasses the brain's sales radar and goes straight to trust. It gives people a window into your work without needing a hard sell. So choose 2-3 "go-to" stories that represent your best work and practice telling them conversationally like you're chatting to a friend over coffee.



Are you giving people space to get curious, or over-explaining to prove yourself?

4. Create Curiosity, Don't Overload

One of the most powerful networking mistakes? Saying too much, too soon. When you overshare your whole process or list every detail of your offer, people zone out. Instead, aim to spark interest. Use intriguing phrases that invite questions like, "Tell me more."

Curiosity is the doorway to connection. When you say less, people are more likely to lean in, ask questions, and feel like it's a two-way dialogue and not a monologue.

Using hooks like "I help women stop selling and start enrolling without the sleaze." Or "I work with business owners who are amazing at what they do but hate talking about it."

What's one simple phrase you can use that makes people want to know more?



5. Practice Until It Feels Like You

The truth? Confidence in talking about your business doesn't appear, it's built. Repetition removes resistance. The more you practice saying what you do (out loud, not just in your head), the more natural it feels. Networking becomes an expression and not a performance.

What version of my intro or pitch feels like it fits me, not just the trend?

Have you actually practised saying what you do out loud, or just hoped it would come out right?

Clarity is magnetic. When your message feels embodied and true, people trust you. You sound clear, confident and credible. That draws the right opportunities to you.

Practice your one-liner, client story and curiosity hook regularly. Say them while walking, driving, or with a biz friend. Record yourself. Adjust what feels off until it's yours.

My name is Maria Newman

I help my clients to regain their confidence, reconnect with who they are and silence their inner critic so they can navigate life with certainty

And who am I?

Back in 2016, the one thing I knew for certain was that I was exhausted. I was on what I now call the treadmill of life. I'd got stuck. I wasn't living life. I was just existing. Going through the motions. I don't mean to paint a bleak picture because I was happy. It just wasn't exactly what I wanted.

It was time to start a new chapter, so I jumped off the corporate bus.

And so, my journey began. Shaping my life to be what I wanted it to be.

This is going to sound like a cliché but I now feel more comfortable in my skin. I feel better mentally and physically. And for me, it all comes down to mindset. The way I talk to myself. The way I view things. Being open to what could be. Being aware of my actions and the way I respond to life. It's about being the best I can be and enjoying the journey.

Now, I would like to help you get to where you want to go.



Great to e-meet you

I hope you have found this guide valuable and it's started you thinking about what you can do to change things.

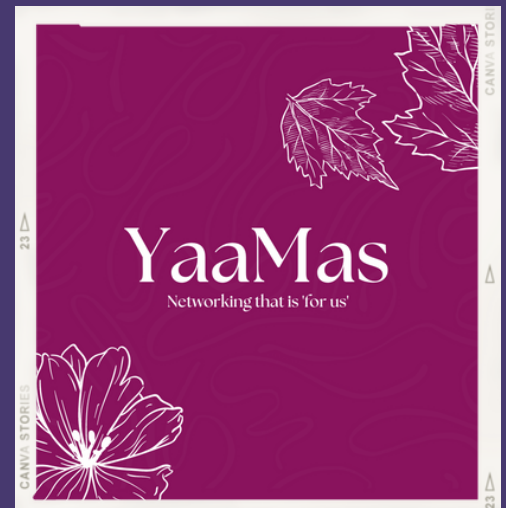


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