

# When Someone Asks What You Do

## Use This When

You can feel the question coming — the small talk is warming up; the polite curiosity is rising — and you don't want to shrink yourself into a job title that doesn't capture who you are or what you *actually* do.

## The Moment

There's a tiny jolt that hits right before someone asks, "So, what do you do?" It's quick, but you feel it.

Your mind flips through job titles, roles, labels, none of which feel like they fit. You don't want to sound boring. You don't want to oversell. You don't want to explain your whole life story.

What's actually happening is simple: your nervous system reads the question as a small identity test. It pulls your attention inward and makes you hyper-aware of how you might come across. That's why your words jam up.

The fix isn't a perfect elevator pitch. It's shifting your attention outward — toward the *purpose* behind what you do, not the job title itself.

Once your attention is in the right place, the words come easily.

## Regulate First

Take one slow breath out. Drop your shoulders. Remember: you're

not being evaluated. You're being invited.

Then use any of these. None of them are flashy — and that's the point. Your job here is not to impress. It's to open a window into what you *actually* do in a way that feels true.

### **The Honest One**

“Honestly, my job title doesn't explain much — I help people \_\_\_\_.”

(You fill in the blank with the simplest version of your real impact.)

### **The Curiosity One**

“I work in \_\_\_\_, but the part I really enjoy is helping people with \_\_\_\_.”

### **The Human One**

“I do \_\_\_\_ for work, but the short version is: I help people solve \_\_\_\_.”

### **The Conversation-Friendly One**

“I'm in \_\_\_\_ — what about you? What kind of work do you enjoy?”

### **The Identity-Safe One**

“My job title is \_\_\_\_, but the real story is that I spend most of my time doing \_\_\_\_.”

Pick whichever feels closest to how you actually talk. Say it, then let them respond. Your only task after that is to ask one follow-up question about whatever *they* say. You don't have to carry the conversation. You just have to start it.

### Why This Works

Most people don't feel fully represented by their job title. Naming that truth — gently — gives both of you permission to have a real conversation instead of a transactional one.

You're not dodging the question. You're answering it in a way that reflects who you are, not just what's printed on a business card.

### Key Insight

The pressure isn't about the question. It's about the fear of being reduced to a label.

You don't need a polished pitch. You need one honest sentence that points to the *meaning* behind what you do.

Come back to this anytime you feel that familiar jolt before the question lands.

### Reflect & Return

Which of these lines feels most like something you'd actually say out loud? Where could you use it this week?

### Come Back Anytime

This moment may never feel effortless — and it doesn't have to. This script will be here every time, with one honest line ready to go so you never have to shrink yourself into a job title again.

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