Networking 101 for Lawyers

10 Tips for Better Networking

1. Find your referral sources – in other words, the people who regularly have contact with your ideal clients, and are in a position to identify legal issues and make recommendations.

2. When speaking with a new connection, don’t think or talk about referrals (yet) – focus on making a human connection first.

3. Avoid talking too much about yourself. Focus on the other person’s story, not your own.

4. Before every meeting, take a look at the person’s website and/or LinkedIn profile and think about what you’d like to learn from them.

5. Always be ready with a concise elevator pitch and a specific description of the clients you are looking for.

6. Get introductions to new networking contacts from the people you meet. Networking is more powerful when you have multiple connections within a particular social/professional circle.

7. Build a relationship with your networking contacts that is not solely based on referrals.

8. Provide value to your networking contacts over the long-term – e.g. be generous with your time and advice, make referrals, help them find business development opportunities, and do great work.

9. Don’t ask for too much – be careful not to pester your networking contacts for favors or referrals.

10. Stay visible – you won’t get referrals if people don’t remember you exist.