

Why Face Time Matters

By Martha Newman, J.D., PCC, TopLawyerCoach, LLC • March 7, 2012

Meeting in Person is Always Better than Skype, Email, or Text

Let's face it. It's extremely easy to open your inbox and send an email rather than to pick up the phone and make a call. Our computers are the easy way out.

But given the industry we are in, does this really make sense?

We'll only be successful if we really get to know our clients. And, to do this, you'll have to set aside Skype, text messages, and emails and engage in real personal, face-to-face connections.

In-person meetings, rather than virtual ones, are powerful in that you can learn so much more about a person. For instance:



1. Small-talk.

As painful as you may consider small talk to be, it can build a valuable connection between two people. Instead of quickly solving a business problem over the phone, face time almost always includes a little small talk at the beginning which, in turn, helps cement a bond. Small talk can be about favorite sports teams, hobbies, parenting, and other bits and pieces that make us interesting.

2. Impressions.

A confident smile. A firm handshake. Solid eye contact. These are all factors that go into making a good first impression - and you have only seconds to do it. These impression factors simply cannot be replicated through technology.

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3. Body language.

Facial expressions often communicate so much more than words. In a person's eyes and in their body language, you can see confidence, empathy, fear, friendliness or sincerity. The ability to “read” a person beyond their keywords can be a big advantage - both personally and professionally.

There's no doubt about it. Technology can be a communication lifesaver at times. But as a lawyer, remember that your clients want to work with someone they can relate to - and relationships are built through face time.

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