

Networking: Craft a Strategy that Works

By Martha Newman, J.D., PCC, TopLawyerCoach, LLC • February 14, 2012

3-Part Plan to Help You Connect with the Right People

Networking is key to marketing your legal practice, but determining which events to attend and identifying who to meet can be difficult for busy time-strapped attorneys.

You need a **NETWORKING STRATEGY**.

Also read: [Be Confident in Any Environment](#)

Here are three essential elements you need in order to create a networking plan.

1. Identify top prospects.

For moment, think about your best prospects. Can you describe them? If you're not sure how to do this, reflect on your past clients. What industries were they in? What kinds of matters did they bring you?

2. Identify places to meet prospects.

Don't spin your wheels trying to go to every networking event that comes your way. Attend only the ones that matter. For example, if you're trying to meet small business owners, then you'll generally want to spend time at chamber of commerce events, or your local business association.

If you're looking to meet representatives from bigger corporations in your area, I recommend service clubs, nonprofit groups and volunteer work. Another good way is by attending homeowners' association meetings. It's a great way to connect with people who work in the corporate world but don't attend typical networking events.

Also read: [Perfect Your Elevator Speech - Tips and Strategies](#)



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3. Remember - Six degrees of separation.

You never know who your contacts will know. The greater the number of networks you're connected with, the greater the chance that there's a short chain of contacts between you and anyone you'd care to name. All you have to do is recognize that fact and ask a few people a specific question or two. The answers will either put you in direct contact or lead you in the direction of the networking events you need to attend.

Incorporate these elements into your networking strategy, and you'll use that strategy for life. **Networking will build your business.** Trust me.

Article adapted from [Three Essentials to Creating a Networking Strategy](#) by Ivan Misner, *Entrepreneur Magazine*.

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