

Top 10 Networking Ideas

Get out there and do it. You know you should.

1. Volunteer on a not-for-profit board. Your knowledge will be much appreciated. You'll meet new people. You'll feel good about making a contribution. You'll develop skills. And you may connect to new clients.
2. Organize a charity event for your law firm, with other lawyers, or in your community. A softball tournament. A wine tasting evening. Shoreline clean-up. Art exhibit. There are endless opportunities and ways to get attention and grow your skills.
3. Attend a continuing legal education event. This is the best place to meet other lawyers who share your interests. It is all about being out and about.
4. Go on-line. Join a list on a legal topic of interest or an industry list. Contribute to a blog. There are a lot of interesting conversations out there.
5. Check out a conference organized by the kind of people you would like to have as clients. What's on their agenda?
6. Get active in a faith group, sports league, book club, craft group. Once in a while it is good to remember that not everyone works in law. They are likely to need a lawyer one of these days, though.
7. Find out if social networking is for you. Facebook. Twitter. MySpace. LinkedIn. You may be surprised to discover who else is out there.
8. Offer to give a free talk on a legal issue of interest to your client base, or invite someone of note to talk to them. Ask a few others to work with you on making the event a success. Make sure you get the name of everyone who attends and try to connect with each of them personally.
9. Attend a local or national CBA meeting. CBA members are great contacts and know lots of people who know people ... you may find a mentor or a kindred spirit.
10. Spend 10 minutes thinking about how you can network more. Invest in your future.