

Understand What Your Network Can Do for YOU!

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • November 3, 2010 • [Printer-friendly](#)

10 Ways to Get the Most Out of Your Network of Contacts



Not all networks are equal. And, not all of them will work to your advantage.

The most **profitable networks** are those made up of people who share **common business interests** and concerns.

To make your network work for you, you need to understand what each member does - and can do for **you**! Furthermore, your contacts must know and appreciate what services you can provide **them**.

Here are ten ways network members can help **each other**.

- 1. Exhibit brochures and marketing materials.** These types of materials can be displayed in a reception area or in an office break room. They may also be passed around appropriately at conferences, CLE lectures, and seminars.
- 2. Public endorsements and praises.** If you or another member in your network is promoting an event, give it a public endorsement around the firm, at meetings, or luncheons.
- 3. Nominate each other for recognitions and awards.**

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



4. **Supply each other with leads and referrals.**
5. **Arrange a meeting on your behalf or vise-versa.**
6. **Make an introduction or initial contact with a potential client.**
7. **Sponsor a program you or a network member is hosting.**
8. **Print information about you or a network member in firm publications.**
9. **Invite each other to events, programs, and seminars.**
10. **Be a problem solver.** Successful networkers find ways to remind their network what problems they can fix and what services they provide.

Take a good look at your own network and see if it's the right fit for you. Ask yourself:

- **Is it profitable?**
- **Do contacts think of you when they have a need for the services you provide?**

Networks work for each member in the circle. It's a give and take. Just make sure that when you're giving, you're also getting something in return.

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com

