

Networking: Ways to Connect OFF the Golf Course

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Women Lawyers may Benefit from these Other Business-Generating Activities

Not all of us are sports fans. And, some of us can't swing a golf club to save our lives. Yet, so many attorneys - particularly women lawyers - rely on these types of activities for **networking** and **business development** - even if they have no interest in them at all!

Don't be bored while you're networking and generating business. Have fun! Get creative!

Center your business development activities around things you enjoy doing. Here are just a few ideas to consider.

1. Organize an event.

Bring together some of your clients and prospects for a fun event like a dinner, cooking class, wine tasting, or a walking tour.

Since the goal is to generate new business, make sure you follow up after the event!

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2. Form a networking group.

Consider forming a group that would bring together some of your clients, prospects, and referral sources. You could offer something unique - such as a group centered on a specific geographic area, or a women's book club. You can get together for lunch or dinner on a monthly - even weekly - basis.

3. Volunteer.

Select volunteer activities that will put you in contact with clients, prospects, and referral sources. You could offer to serve on a committee for an organization to which your clients or prospects belong. You could also invite clients or referral sources to volunteer with you for an organization or cause of mutual interest, such as Habitat for Humanity.

4. Plan an formal luncheon.

If you feel your effort to regularly ping your contacts isn't working, consider planning an annual luncheon that would bring together friends from law school, fellow judicial clerks, and colleagues from old law firms. Invite people who are important to you and who could be a good source for business. After the lunch is over, make sure to stay in touch on a regular basis throughout the year.

5. Use a personal touch.

Strong business relationships have both a professional and personal component. Nurture them by recognizing personal milestones like promotions or legal victories. Hand write a note or send a carefully thought-out gift. The more individualized, the better. Your gesture should reflect a sincere interest in them as people, not merely as sources of business.

Don't make your business building experiences daunting. **Find fun and interesting ways to nurture your business relationships** - and never worry about a prospect seeing your ugly golf swing again.

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