

Build on Your Strengths for BIG Business

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • February 10, 2010 • [Printer-friendly](#)

Leverage the Power of Public Speaking and Networking to Your Advantage!



Determining our strengths is easy. Leveraging them is another story.

Think for a moment about your talents. Ask yourself what are you *really* good at.

Next, think about how you can *use your skills* to **increase business**.

Here are a few examples.

Let's say you're a powerful public speaker. When you speak - people listen!

Here are some ways you can leverage your public speaking skills:

- [Maximize visibility](#) within your firm by offering to speak at company retreats, practice groups, or in-house seminars.
- Document or record your speeches and distribute them to clients and prospects.

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

817/992-6711
newman@toplawyercoach.com



- Spread the word about your presentations. Invite the trade press to events where you'll be speaking, including conferences.
- Encourage colleagues to cross-sell your practice by speaking to them during a practice group meeting.

Now, what if you hate public speaking... but love to network?

As a networker, YOU can have a **business advantage** if you:

- Ask contacts to introduce you to potential clients - including ones you've targeted.
- Keep in touch by [regularly ping](#) members of your network either by phone, e-mail, or in-person.
- Ask members of the network for advice, especially marketing advice.
- Practice social arbitrage, or [knowledge brokering](#), by introducing members of your network to each other. They will profit from these meetings - both personally and professionally - and the introductions will reflect well on you.

Make an effort to translate your **personal strengths** into specific actions that will help build business.

Drawing on these strengths will not only make you more efficient - you'll become an even **better rainmaker!**

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

817/992-6711
newman@toplawyercoach.com

