

Zen & The Art of Legal Networking

INSIGHTS & COMMENTARY ON RELATIONSHIP BUILDING WITHIN THE INTERNATIONAL LAWYERS NETWORK

PUBLISHED BY

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January 19, 2012 by Lindsay Griffiths

Rainmaking Recommendation from Jaimie Field: Put the Social in Social Media



Today, I'm bringing you another excellent rainmaking recommendation from expert Jaimie Field - put the social in social media.

Are you using Twitter? Facebook? Linked In? Google +? Or any of the hundreds of websites that are considered "social media?"

Great!

If you haven't gotten on board yet with Social Media sites, understand this – Social media is not a fad. It is not going away. It continues to evolve as a method of meeting new people whom you may have never gotten a chance to meet any other way. I have personally become friendly with people from all over the world because of social media. I have also gotten new clients because of this medium.

Social Media can be very only useful when you learn these two basic rules first:

1. People do business with people they know like and trust: This means that you must be authentic and real even when you are behind a computer screen.

2. You must learn to interact with people while on Social Media: it's not about just pushing your agenda and information out for the masses. That is called advertising.
3. Use social media to engage with the people whom you follow/friend/"link-in". You have the opportunity to get advice, information and leads from people who may know more than you. Additionally, you have the chance to show what you know.

Finally, getting "social on social media" also means taking it offline. Believe it or not, a lot of people pretend to be something they are not online (please read that last line with heavy sarcasm). Once you think you have a connection with someone online ask them to meet for a cup of coffee (if they are local) or call them on the phone to hear their voice. Use social media to invite others to events to meet you. Only then will you have the opportunity to turn these people into prospects, referral sources or clients because only then you will have the opportunity to find out if they really are who they say they are.

While there is much more to using social media effectively to obtain new clients, referral sources or prospects, following these first two rules will help you get started with using social media as a Rainmaking Method.

Rainmaking Recommendations are sent the first and third Wednesdays of the month. They are bite size tips that when implemented will cause you to make rain. To learn more about Rainmaking, Goal Setting and Achieving the Life you want as an Attorney please contact Jaimie B. Field, Esq. If you have missed any of the previous Rainmaking Recommendations you can find them at www.jaimiefield.com The Enlightened Rainmaker Blog

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