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Turning Your Network into Revenue

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CEB presents
The Business of Law webinar series
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"Networking is more about farming than it is about hunting."

—Ivan Misner

Networking is about

- cultivating people
- building relationships
- staying top-of-mind

Ways to grow your business right now

- focus: list of 10 things you can control
- consistency: 3 lunch meetings (currently virtual) per month x 12 = 36 lunches
  - with top 20 strategic partners
  - will allow you to be more selective and charge more
- top-of-mind: monthly newsletter
  - email newsletter the most cost-effective method
- The Event Effect: events and workshops (now virtual)
  - hosting events helps you grow business
  - not about selling, but having people feel invited—attendance isn't important
- stay consistent with these efforts

Invest your time in people you would like to work with and be around

- this results in: stronger network + initiative to work + lasting business relationships/ partnerships

Making your online presence stand out

Nine key areas of social media

- website & blog
- online directories
- review sites
- social networks
- micro blogging
- rich media
- mobile apps
- industry-specific sites
- email promotion

Website: first point of contact

- if you don't have a website, you don't have a business!
- free via Squarespace, WordPress, Wix
- control the content
  - gives you a chance to tell your story
- defines a clear message
  - what do you offer?
- creates a medium for contact
  - invite feedback, questions, etc.
- provides links to other pages
  - share your Facebook, Twitter
- updates your contacts
  - consistency in theme and information

Search Engine Optimization (SEO)

- helps drive traffic to your site
- put your phone number all over your website
- off-page SEO
  - work that takes place separate from your website
- on-page SEO
  - website changes to increase rank

Online Directories

- search for yourself first
- look for similar businesses
  - if you're not listed, someone else is!
- display correct contact info
  - locations, phone number, websites, directions MUST be correct
- take a photo
- if potential customers know what to look for, they'll find you

Microblogging (Twitter, Instagram, Pinterest, etc.)

- a listing on these is not necessary, but provides a point of contact
- interact with daily events
  - how can you relate to what's happening?
- remind everyone about events
  - update information leading up to the event
- invite new potential connections

Rich Media (YouTube, Podcasts, Videos)

- garners more attention—very popular right now
- appeals to the senses
  - the eyes are drawn to an image/video first!
- attracts new clients or connections
  - if the website quality is great, then people assume the business quality is great as well
- entertains your audience
  - get creative with images and videos

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Event Promotion

- these can be posted on Eventbrite, Meetup, Constant Contact, etc.
- promote what you've got
  - an event can attract more business
- collaborate with others
  - get other businesses involved
- feature your calendar
  - the internet is a great way to publicize
- your event will show up on all your social media
- potential customers will search Google and your event—and your expertise—will show up
  - doesn't matter if people don't show up—it still serves as a lead generation tool

Industry-Specific Websites

- FindLaw, Avvo, Super Lawyers, etc.
- network within your group
  - get the scoop on what's the latest and greatest
- surround yourself with what you want to become
  - hang out with like-minded businesses
- help those who help you
  - you never know when you'll need to utilize a resource or exchange value

How to get invited to others' events

- follow companies on Facebook
  - company Facebook pages will often post events on their pages
- look at conference sponsors and follow their Facebook and LinkedIn pages
- sponsors who attend various conferences normally have private or exclusive events hosted by them for attendees
- mentioning that you would like to have a conversation will often open an invite to attend an event, where you can discuss business

Busy vs full—there's a difference

- busy: reactive, not proactive; responding to things, not prioritizing
- full: proactive, with time to think and select projects and tasks; spending time on the right things (things other people can't do)

Systematic approach to growing your network of contacts

- relationships for making connections and growing your business
- find people you like
  - even if they can't personally help with your business endeavors, they will know people who can
  - if you like that person, you will most likely like their connections too
- stay active and engaged!

Create a competitive advantage through social media marketing

- create a 12-month marketing calendar
  - plug in national holidays, local holidays and events, industry-related events and location-based events
  - send out newsletters or invites whether people read them or not—the activity itself leads to opportunities

Focus on the business (growing business, talking to strategic partners, doing 12-month marketing calendar, etc.) and *not in the business* (day-to-day tasks)

- hire other people take care of routine tasks to save time

Leveraging LinkedIn to grow your business

- on your profile
  - customize your URL to include your name
  - turn your title into a story, include activities and interests that add texture
  - photo (good one)
  - privacy settings—make sure your summary shows up
- summary
  - phone number and email address in first sentence
  - include keywords and phrases for search purposes
  - job description—elaborate on activities and experience

Email marketing

- newsletters are easy and effective
- newsletters can be simple—keep them short, use evergreen content
- the chances of people opening your newsletters now is higher than ever

Social media

- use Hootsuite, Buffer, or Later to schedule social media posts
  - these allow autoposting for 30- or 60-day periods, etc.
  - enable you to monitor engagement
  - automate what you can

New opportunities also create "new" potential pitfalls

- confidentiality and ethics concerns
- human resource issues
- reputation management

Introductions vs. referrals

- an introduction is easier and more informal than a referral



Building trust and value exchange

- what do you have that they don't?
- what makes you unique?
- how do you measure success? Do professional relationships have a part in that?
- what can you offer?
- what do you need from them?

Next steps

- today—build your brand and take action
  - come up with your growth plan
  - create a Wix.com website and/or update your website
  - include clear call to action
  - integrate social media
- next 30 days—increase brand awareness
  - make adjustments to your online business and personal presence (test and see what works)
  - work on increasing your brand awareness on social media
- next 60 days—keep learning and improving
  - develop a more comprehensive marketing plan based on your initial tracking and experiments in social media
  - attend another workshop or event

See David Mitroff's webinar,
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