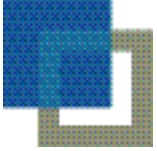


NETWORKING PROFESSIONALLY AND ETHICALLY



The practice of law is based on relationships – with clients, potential clients and referral sources. Personal networking is the best way to create and sustain those relationships.

Unfortunately, many lawyers will do anything to avoid networking.

The key to successful networking is to find the networking method that matches your personality – the one that makes you feel the most comfortable and confident. There are as many ways to network successfully as there are individual lawyers. Find yours.

Also, remember that networking, unless done correctly, can expose a lawyer to violations of the rules of professional conduct. Find out what you can and cannot do.

Network your way to success—ethically!

Course Outline

- Targeting your best network (Rule 7.3)
- What to say (and avoid saying) when networking (Rule 7.1, 7.3)
- How to "work a room" comfortably (Rule 7.3)
- Can you pick up the tab? (Rule 7.3)
- How to use social media as a networking tool (Rule 7.1, 7.3)
- How to handle referral fees (Rule 1.5)

"I always knew that networking is one of the best ways for a lawyer to develop business - but I didn't know where to start. After listening to Roy, I learned how to best focus my efforts."

"I read a few books on business networking that emphasized the need to 'close' and 'ask for the business' in every interaction. But I was worried that it might be unethical. Roy's presentation set me straight on exactly what I could and could not say."

"Everybody seems to be talking about social media, but I wasn't sure what, if anything, I should be doing. Roy addressed all of my concerns."



Roy S. Ginsburg

Roy Ginsburg, a practicing lawyer for more than 30 years, is an attorney coach and law firm consultant. He works with individual lawyers and law firms nationwide in the areas of business development, practice management, career development, and strategic and succession planning. Roy also runs a part-time solo practice that focuses on legal marketing ethics.

More than 50 bar associations across the country have sponsored Roy's popular CLE programs. He also guest blogs at popular law-related websites such as attorneyatwork.com, lawyerist.com, and myshingle.com.



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