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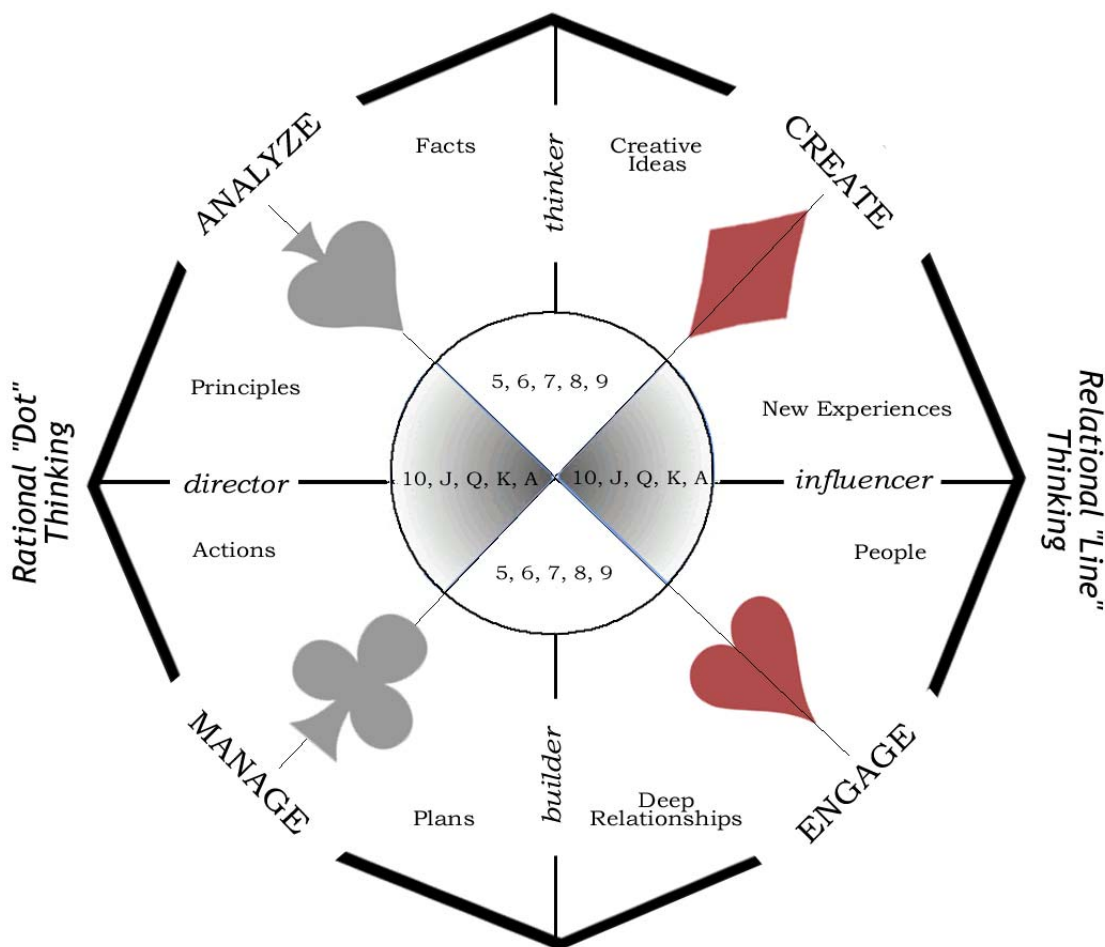
www.elizabethfreedman.com

This is No Time to Be Shy:
How to Reach Out, Network, and Build the Strategic Relationships
Your Legal Career Needs to Thrive

Let's play poker! Your dominant suit is _____.

Three Principles:

Play to your strong suit.
Play with a full deck.
Get the best hand possible to win.



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Leading with your Strong Suit:

Who knows you and what you are capable of? Make a list of 'high quality' names. Don't fall off the radar screen – be the gift that keeps on giving.

Make a list of 'high quality' names. Who is on it – what 'suit' is most represented?

Build relationships – take consistent action:

- Friends of friends and family
- Former professors and alumni
- 'Friends' of your workplace (speakers, donors, panelists, companies, etc.)
- Local/national chapter of professional association
- Speakers, panelists, moderators, attendees at conferences
- Your own 'business trip' – visit a city, connect with companies and individuals
- Professionals, executives quoted in the media (trade publications, online, etc.)
- LinkedIn groups, blogosphere

Traditional Networking	Relationship-Building
One-off, transactional	Long-term investment
One-way street; Unequal distribution of power	Shared power, exchange of information
Stilted, forced, artificial	Natural, comfortable, real
Information 'pushing'	Information gathering

Developing Your Reputation & Showcasing Your Expertise:

Nobody knows who you are capable of but you – unless you make it otherwise.

Who *should* know what you are capable of...but doesn't?

Need inspiration or fresh ideas?

Work 101 by Elizabeth Freedman (Random House, April 2007)

From asking for more money to the art of subtle-self promotion, this book shares everything you need to know to land a job you'll love and succeed once you've landed it

The MBA Student's Job Seeking Bible by Elizabeth Freedman

Tons of details for job seekers that want fresh information delivered in an extremely practical, how-to way; From how to leave a great voice mail to what to do when they aren't calling you back, this guidebook has it all (available online at www.elizabethfreedman.com)

Read the blog, **Career Smarts**: <http://elizabethfreedman.com/blog/> or check out dozens of free career articles online at our website: www.elizabethfreedman.com.

Let's keep in touch! **Twitter**: @lizfreedman or **LinkedIn** www.linkedin.com/in/elizabethfreedman

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Was this seminar a valuable use of your time? (Please check one box: 7 is highest, 1 is lowest)

Well worth my time						Waste of Time
☐	☐	☐	☐	☐	☐	☐
7	6	5	4	3	2	1

Can we use a positive quotation from you on our website that describes your **overall feeling** about how this seminar can help you grow your business and/or your career?

“ _____

_____”

(Please include your name and how we can attribute this quotation to you – thank you!)

What additional topics should be included in a program like this one?

FREE Report – Keeping the Network Pipeline Full so the Well Never Runs Dry!

Your email address here: (please write clearly so we get it right!) _____

Do you know a firm who wants to grow their business by growing their people?

Organization name: _____

Organization contact info: _____