

# How to Network Like a Star

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## NETWORKING IS EVERGREEN, NOT SEASONAL

Networking is about building professional relationships that are founded in trust. Successful networking will create a resourceful community of advisors *and* business referrals, as well as support for you and your clients.

### 10 Networking Tips to Find People to Grow Your Community

1. **Do your research.** Google people. Check out their LinkedIn profile and professional website to see what services they provide, their activities, and connections. You'll want to build a network of socially active people you can refer your clients to and who will refer clients to you.
2. **Build relationships.** Think about ways you can help this person.
  - What can I do for this person?
  - What do I have that this person does not?
  - How can I help make this person successful?
3. **Start the conversation.** You can start with hobbies or where they're from. Get to know the individual. Ask memorable questions. Don't start with "What do you do for a living?"
4. **Listen and take notes.** When meeting in person, ask for business cards and take notes on the back. This shows you're paying attention. "I'm writing this point down because I want to remember it."
5. **Watch what you're saying to someone with your body language.** Don't hunch over or cross your arms.
6. **Introduce your profession.** Keep it short. If you have more time, tell an interesting story!
  - Example of a short introduction: "Hi, I'm Anabella Bonfa with Wellman & Warren. My specialty is trade secrets. I represent employers whose employees take stolen confidential information to other companies when they leave."
7. **Keep the conversation going.** Smile, be interested in them, and bring your energy to the conversation! Ask a lot of questions. Make sure your facial expressions match your interest in them.
8. **Mirror them in speech pattern and body language.** This allows you to connect to them at a deeper level.
9. **Know when it is acceptable to join a group in a discussion.** Look at their feet! When they are all pointed in, group members are engaged; do not approach. When feet are pointed out, group members are not in a serious conversation and can be approached.
10. **Follow up!**
  - Send an email the same day. Connect on a personal level. Don't talk business.
  - Have a call to action. Invite the person to a Zoom meeting, coffee date, or event.
  - Connect with the person on LinkedIn. Be sure to refer to your conversation or something you learned about the person. Don't simply ask to connect.
  - Stay in contact with them at least once a quarter. Think about what you can do for them. Building deep relationships takes time and work.
  - Send a handwritten note—they will remember you!

## Build Your Personal Brand

People will do business with people they like and connect with.

- Include your brand and interests on your LinkedIn profile.
  - Who are your clients? What do you do for them? What are your specialties?
  - What is your personal background? What are your interests and hobbies? What do you value?
- Share content and comment on the content of people in your network.
- Be a “Center of Influence.” This means you’re connecting people *and* fostering business for yourself and others.

## Where to Network

- LinkedIn
- Industry events
- Your circle of friends
- Bar associations
- Alumni associations
- Volunteer projects

**Don’t do it just once—the more you do it, the larger and more supportive your community will grow!**



See **Anabella Bonfa** and **Gary Johnson’s** webinar, “**Networking for New Attorneys**” at [ceb.com/resources/webinars](http://ceb.com/resources/webinars)



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