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Advanced Networking Strategies

Now is the perfect time for firms evaluate their communication strategies. This article by Molly McDonough at [Above the Law](#) offers some great ideas for firms to consider during this crisis. #coronavirus #lawfirmmanagement

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How You Communicate With Your Firm — Everyone In Your Firm — Will Define You For Years

Highlights



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Adding Quality to Quantity

- Many of us are not maximizing the potential of our interactions with our connections
- Important to build 500+ connections
 - But after you reach that number, it is even more important to start focusing on the quality of your interactions
- Begin focusing on increasing your influence



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Strengthen Loose Connections

- Use the [recap + next steps] formula for following up with someone after a conversation or webinar
 - Example: "Hi ____, it was great meeting you at _____. I really enjoyed our conversation about _____. I'd love to continue the conversation. Could we set up a call sometime next week?"
 - Be specific — it will help the other person remember who you are and extends a concrete invitation to connect again

Debra Pickett
Law Firm Media Strategist.
Entrepreneur. Writer.

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Debra Pickett Law Firm Media Strategist. Entrepreneur. Writer.
2mo · 🌐

Thanks so much to [Jason Klika](#) and the LMA Chicago team for inviting me to speak at today's meeting. Great discussion of how legal marketing and PR pros can help advance their firms' diversity and inclusion efforts, hosted by [Latham & Watkins](#).
[#diversityinlaw](#) [#lawfirmmarketing](#)



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Lindsay Scheidell · 1st
President at Hadley Social & Public Relations | Mom Stories® Founder | F...
Nice work, Deb. I have read your pieces on this topic and wonder how well it may translate to my healthcare folks?

1 Reply

Debra Pickett **Author**
Law Firm Media Strategist. Entrepreneur. Writer.
Happy to share some thoughts with you.

Jason Klika · 1st
Marketing & BD Manager at HMB, Chair Legal Marketing Association Chi...
Thanks, Deb. Your presentation was excellent with plenty of actionable advice.

1 Like · 1 Reply

Debra Pickett **Author**
Law Firm Media Strategist. Entrepreneur. Writer.



Tag Others

- Seems simple, but this is often overlooked
- Tagging people and organizations in your posts will increase your reach
 - For example, tagging another person in a photo will make your post show up in their feed
 - Your posts reach people outside of your own network



Dean Jennifer Rosato • 1st
Dean and Professor at DePaul University College of Law
5d •



The more time I have served as a leader, the more important it is to be authentic and tell my story -- not always easy! This short essay, based on a speech I gave about a year ago, shares my experience as a Latina law dean (still only one of a few in the country).

Roundtable on Intersectionality and Strengths and Challenges in Leadership

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scholarship.law.upenn.edu

By M. Isabel Medina, Jennifer L. Rosato Perea, and Elena Maria Marty-Nelson,
Published on 01/01/20

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Laura T. • 2nd
Executive Director of Development at University of Pennsylvania Carey L... 5d ...

As one of your former students and now a staffer at your law alma mater, I can attest to your amazing leadership! You've left that positive mark on every school that has been lucky enough to have you. This was a really fantastic and inspiring read. Thank you for sharing. Thinking of you and your family during this tough time.

|



Kellye Testy • 2nd
President & CEO, Leader in Legal Education, Corporate Governance Exp... 3d ...

Great essay— thanks for all you do and for your leadership!

|



george pearce • 2nd
Of Counsel at Canning & Canning, LLC 3d ...

This is an awesome article. Thanks for sharing.

|





Take Advantage of Comments

- Leaving comments on a post is one of the best ways to increase visibility (and therefore, influence) in a way you can control
- Write comments that add value to the conversation
 - Make introductions
 - Share relevant or helpful resources (articles, podcasts, videos, etc.)
- Do not: "Great tip!"
Do: "Excellent tip! This reminds me of an article I read the other day that builds on this topic. *insert article link*"



Learning to Fail Like a Man

Published on January 22, 2020 [Edit article](#) | [View stats](#)

Debra Pickett
Law Firm Media Strategist, Entrepreneur, Writer. 8 articles

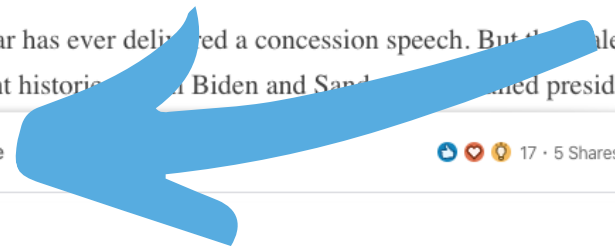
"Can a woman beat Donald Trump?" Elizabeth Warren asked in last week's Democratic presidential debate. "Look at the men on this stage. Collectively, they have lost 10 elections. The only people on this stage who have won every single election that they've been in are the women."

Senator Amy Klobuchar also raised this point in the previous debate, targeting Mayor Pete Buttigieg in particular, whose argument for his own moderate electability seems grating to Klobuchar in a way that is familiar to professional women everywhere.

"If you had won in Indiana that would be one thing," she said to him, in a reference to his failed 2010 race for state treasurer. "But you tried and you lost by 20 points."

Neither Warren nor Klobuchar has ever delivered a concession speech. But the male candidates have very different histories. Biden and Sanders have both won presidential

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At least 400 hotel rooms in Cook County will be used to temporarily house those who can't safely isolate at home while recovering from COVID-19, including the homeless.

Recovering and can't isolate? Cook County has rooms.
chicagobusiness.com [View](#)

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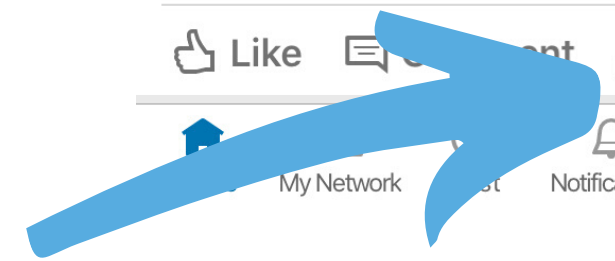
The 2008 recession disproportionately impacted diverse lawyers. The data below ...see more

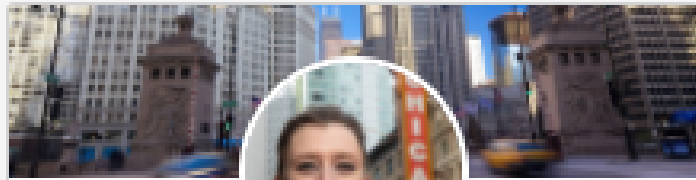


Diversity Lab CEO's Recession Advice for La...
law.com [View](#)

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Taryn Butler

Helping clients manage social media strategy and content creation. Connecting reporters with expert legal sources.

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Awesome article by my boss [Debra Pickett](#)

Women tend to check out the moment they get handed their first big loss.

But you have to learn how to fail in order to succeed.

https://lnkd.in/dX_6E6E



Learning to Fail Like a Man

Debra Pickett on LinkedIn



Share Content With Connections

- Share content from the firm's LinkedIn page with your connections
- Think about what information is vital to your clients and proactively share that content with them
 - Doing this shows you understand their problems and are here to help
 - Be mindful of their issues; don't spam them with irrelevant content



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Use Hashtags

- Use relevant hashtags in your posts
 - Think of hashtags like keywords
 - Allows people who search for that hashtag to see your post and engage with your content
- Use the search bar to look for new content



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Debra Pickett

Law Firm Media Strategist. Entrepreneur. Writer.

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David Goodman commented on this



Tami Semler · 2nd

Specializing in Asset Protection, both Professional & Personal Assets.

A great article on Business Interruption Coverage.

#insurance #businessinterruption #coverage

Ashford General Insurance Agency, LLC



Legal experts prepare for battles over business interruption cover - Business Insurance

businessinsurance.com

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2d...

Converting the insurer's "no" on your business interruption claim to a "yes" will require a deep dive into the policy and presenting the claim appropriately- and persistence.

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Brian Murray · 2nd Attorney at Rathje Woodward LLC

1d ...

And experts!

Special Report: Coronavirus

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Other Tips To Increase Your LinkedIn Influence

- Engage with alumni
- Maintain existing connections
 - Go back to old connections and check in with them
 - Maintaining existing relationships is just as important as creating new ones
- Connect with people in your LinkedIn Groups
- Publish original content consistently
 - Being a consistent presence on LinkedIn will keep you top of mind
- Block out time for LinkedIn — even 10 minutes a day!



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How You Communicate With Your Firm — Everyone In Your Firm — Will Define You For Years

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