



# How to Network Like a Star

**WRITTEN BY:**

**ANABELLA BONFA & GARY JOHNSON**

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In this guidebook, *How to Network Like a Star*, Anabella Bonfa and Gary Johnson deliver great tips on how to transform your network and market your legal services, from reaching out to potential referral sources to closing the deal with potential clients.

## 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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