

NETWORKING FOR YOUNG LAWYERS/STANDING OUT WITHIN A CROWDED PROFESSION; TURNING CONTACTS INTO CONTRACTS

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STANDING OUT IN A CROWDED PROFESSION

Basic Rule:

Lawyers with a niche practice are more likely to stand out.

Why?:

Specialization = Client Confidence.

Easier to have clients, prospects and referrals understand what you do.

Generalists have a harder time standing out from the crowd.

STANDING OUT IN A CROWDED PROFESSION (II)

To stand out, you must be knowledgeable. How do you get the knowledge?

- Start Point: Good Grades
- Personal Development: Professional Qualification and further Academic studies (This is a means not an end)
- Rolling up those sleeves! This will translate to gaining experience as Seniors give more work (and thus learning opportunities) to committed hardworking juniors.
- Ask, learn, share, record and analyze.

STANDING OUT IN A CROWDED PROFESSION (III)

- Join a Good Firm with strength in proposed practice area.
- Standing out in your firm strengthens chances standing out in the industry
- Focus on how to add value to your client by reducing costs to your client
- Focus on Visibility (Push yourself out)
 - Newspaper and Journal Articles
 - Grant of interviews
 - Active participation in public and pro – bono events.

STANDING OUT IN A CROWDED PROFESSION (IV)

Legal marketing is all about relationships. And before a relationship develops to the point where the prospective client trusts that you are capable of helping them, they have to reach a level of comfort about your talents as they relate to them and their issues.

- Tom Krane

TURNING CONTACTS INTO CONTRACTS

- Before establishing contacts know your domain!
- **BUT** also have a good knowledge of non-law issues as well as those outside specialization. Contact to Contract may occur from a different field.
- Establish the contact – meeting people thorough informal and formal networking.
- **Formal networking:** industry trade shows, NBA meetings, conferences, rotary clubs, Chambers of Commerce, special interest groups etc.

TURNING CONTACTS INTO CONTRACTS (II)

- Informal networking may be through friends and social events
- For optimal networking, Join the right groups, Join elite groups.
- The right groups will include joining groups where decision makers in companies are members.
- Relate more with non-lawyers as they are more likely to retain you.

TURNING CONTACTS INTO CONTRACTS (III)

- **After establishing contacts, follow – up:**
- Follow – up through emails/phone calls within 2 – 7 days after establishing contacts as your initial encounter with the contact is still fresh.
- The first follow – up email can read as follows *“It was a great opportunity meeting with you last week, Here’s a link to our website for more information”*.
- During follow – up you may also provide your firm’s details by way of Firm Profile and Newsletters (if any).

TURNING CONTACTS INTO CONTRACTS (IV)

- If you feel the need for a senior lawyer for follow – up, you may request this from the firm
- Occasional emails/Newsletter may also be necessary for follow up
- 2 – 3 months after initial contact follow up with a call or an “informal meeting”. During this period, the contact is relaxed and is likely to tell you more about his/her business. At this point the contact may be a valuable source of information.
- Also, the follow – up system may be automated for the ease of the process
- Be Professional and Courteous throughout the follow-up process

THANK YOU FOR LISTENING