



# **PANDEMIC NETWORKING**

*Ways to Generate Business During Lockdown*

*FL Bar Course #3929R*

# Who am I?

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**Why am I leading this CLE?**

**HABER | BLANK**  
ATTORNEYS AT LAW



# COVID-19: A new age is dawning

The spread of COVID-19 across the State of Florida has thrown our profession and business model into upheaval. In order to survive, and to be successful, you **MUST** act and modify the way you seek new and continued business.

Remote networking is a sure-fire way to keep the pressure on and help you grow your business while working through this worldwide pandemic.



# The Plan

**\*Disclaimer- All advertisements must comply with Florida Bar Rules and Regulations**

- E-mails
- Social Media
- Call Time
- Online events

# E-mail Marketing

- With everyone working remotely, this is one of the most effective ways to reach people.
- You should create two lists to market to:
  - Lawyers
  - Other professionals and contacts

# Your Lawyers List

This list should contain every lawyer that you or your firm has a relationship, either professionally or personally. This includes:

- Your friends who are lawyers
- Your opposing counsels from past cases
- Your opposing counsels from current cases
- That partner that was CC'd on an email that one time
- Those lawyers you met at the FL Bar convention two years ago
- Any other lawyer that you have a relationship with

## **Your Lawyers List**

The lawyers on this list can practice in the same or different areas of law than you do. You want to capitalize on referrals by those lawyers in areas of law you practice, while also expanding your potential pot of lawyers that you can refer to!

Remember, co-counsel fees can be a wonderful source of semi-passive income.





## Your Lawyers List

You want to focus on and spotlight certain “high-value” areas of law that you practice as well as spotlighting your willingness to pay co-counsel fees as permitted by the Bar if that is something you are willing to do.

# Your “Other Professionals” List

This list will be all your other professional contacts who are not lawyers. Examples include:

- Insurance agents
- Bankers
- Auto mechanics
- Realtors and Mortgage Brokers
- Financial Advisors
- Etc.

## Your “Other Professionals” List

The people on this list will either refer a case directly to you, or possibly more importantly, provide your name and number to one of their contacts as a referral. This list will be working for you without you even having to lift a finger!

# E-mail Marketing Recap

- Build your two lists
- Keep your lists updated
  - You know the business card rule, right?!
- Use a professional e-mail platform to send your e-mails and make them look pretty
  - Constant Contact
  - Mail Chimp
  - Sendinblue
- Be consistent- don't just send one e-mail. Put yourself on their minds.

REMEMBER: People refer cases to lawyers they TRUST!

# Social Media

- Regularity is key.
- Everyone has a different level of social media presence, but EVERYONE has a social media presence.
- Everyone in your firm needs to chip in.
- Use a hashtag and don't forget to include your phone number!
- Remember, boosting your social media presence will have secondary benefits like increased SEO.

# Social Media- Everyone chips in

Everyone at your firm from your partners, to associates, to law clerks and assistants should chip in and post to their social media pages. Everyone should be:

- Tagging the law firm account
- Talking about or referencing the law firm or lawyers
- Using designated hashtags
- Including a “call to action” or at a minimum, the phone number for the firm

# Social Media- Ground Rules

*Because you are not the only one posting for your firm,  
you **MUST** have ground rules*

- The posts should be positive and highlight your firm's strengths
- All posts must be professionally appropriate and not include profanity, nudity, or alcohol unless directly referencing a case
- Do not post any photos of clients or their paperwork without their express written permission
- Make sure there isn't any attorney-client or work-product information disclosed in any posts (think photos in your office)

# Call Time

## *What is Call Time?*

“Call Time” is a daily ritual where you set aside time to call individuals on the telephone. Its used most often in political races where the candidate is forced to sit down and make calls to constituents and possible donors for fundraising. This person-to-person interaction is a tried and true way to reconnect with an existing contact or develop new contact.

**REMEMBER:** People refer cases to lawyers they TRUST!



# Call Time

Each week, every member of your firm should call at least:

- 3 attorneys who you've dealt with professionally in the past
- 3 former clients who left on favorable terms
- 3 non-attorney professionals you have connected with or have a personal relationship with

# Call Time

- The calls don't need to be long, or in depth. It's the simple act of reaching out to see how they're doing, to let them know you're there to help if they ever need it, or anyone they know that you might be able to help.
- Also, for those how aren't lawyers, make sure you have valid e-mail addresses for them so you can update your lists (see above).
- Once you call someone, you should reach out to them again every 3-5 weeks or so to establish a continued contact with them, ensuring they know all the different ways you and/or your firm can offer services to them.

REMEMBER: People refer cases to lawyers they TRUST!



# Online Networking Events

Everyone is having virtual happy hours on:

- Zoom
- GoToMeeting
- WebEx
- HouseParty
- FaceTime

Don't miss the party!

Can't attend, throw a party yourself!

# Online Networking Events

*Don't forget your friends!*

These virtual meetups don't have to be formally sponsored by a Bar, or Section, or Group.

Equally worthy of possible referral sources are happy hours with old friends from college or law school. Or maybe it's a virtual dinner party with your spouse's friends and their partners.

Its about building relationships and making sure YOU are the one on people's minds when they need a lawyer or are talking to someone who does.

REMEMBER: People refer cases to...well, you know the rest by now.



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***ANY QUESTIONS?***