Networking Professionally and Ethically
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Networking Effectively and Ethically

By

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Networking Effectively and Ethically
“This might not be ethical. Is that a problem for anybody?”

It’s The Relationship, Stupid!

It’s a contact sport.
It’s not about merit.

Goal: inform people what you and your firm do so they can either hire you or refer someone else to you

You must get out of the office!
Have a plan ("Hangout" theory)

- Who are potential clients and referral sources?
- Where do I meet them?
- How can I best develop the relationship?

“If you are going to be a successful duck hunter, you must go where the ducks are.” “Bear” Bryant

Why you hate it

- Foreign
- No time/I can’t bill the time
- Unprofessional
- Manipulative
- I don’t like schmoozing