

Ways to Stay Top of Mind With Your Network

<ul style="list-style-type: none"> Schedule a catch up via Zoom 	<ul style="list-style-type: none"> Invite them to Coffee or lunch
<ul style="list-style-type: none"> Comments on their LinkedIn posts 	<ul style="list-style-type: none"> Help them or their family member with a job search
<ul style="list-style-type: none"> Refer business to them 	<ul style="list-style-type: none"> Make a professional or personal referral (e.g. accountant, tech consultant, plumber)
<ul style="list-style-type: none"> Introduce them to a potential referral partner 	<ul style="list-style-type: none"> Participate in a charitable cause they like
<ul style="list-style-type: none"> E-mail them an article or other helpful resources 	<ul style="list-style-type: none"> E-mail something funny or related to their personal interests
<ul style="list-style-type: none"> Invite comments on an article you are writing 	<ul style="list-style-type: none"> Invite them to a sporting event
<ul style="list-style-type: none"> Celebrate client victories; tell them about your other victories 	<ul style="list-style-type: none"> Send holiday gifts
<ul style="list-style-type: none"> Invite them to a reception at your firm or elsewhere 	<ul style="list-style-type: none"> Ask about their spouse and children
<ul style="list-style-type: none"> Invite them to participate on a panel 	<ul style="list-style-type: none"> Teach them something non-legal (e.g. how to use an app you like; how to roast your own coffee, etc.)
<ul style="list-style-type: none"> Send notes of congratulation-professional 	<ul style="list-style-type: none"> Send notes of congratulations-personal
<ul style="list-style-type: none"> Send condolence cards/attend funerals 	<ul style="list-style-type: none"> Recommend a good movie, book, streaming TV series, podcast, etc.
<ul style="list-style-type: none"> Introduce them to a hobby or nonprofit cause 	<ul style="list-style-type: none"> Mention their name as a source to a reporter
<ul style="list-style-type: none"> Follow up on a referral you gave them 	<ul style="list-style-type: none"> Send a note or call to thank them for a referral (and reach out again with an update)
<ul style="list-style-type: none"> Let them know about your significant life events or awards you have won 	<ul style="list-style-type: none"> Invite them to your recital or exhibit
<ul style="list-style-type: none"> Ask about a sick family member 	<ul style="list-style-type: none"> Come to their functions
<ul style="list-style-type: none"> Attend a presentation they give 	<ul style="list-style-type: none"> Join organizations where they are active
<ul style="list-style-type: none"> Send firm branded items (swag) 	<ul style="list-style-type: none"> Invite them as a guest speaker
<ul style="list-style-type: none"> Buy their stuff 	<ul style="list-style-type: none"> Send them something humorous
<ul style="list-style-type: none"> Send birthday and/or holiday greetings 	<ul style="list-style-type: none"> Give a brief tutorial on a legal subject