

## Ways to Stay Top of Mind With Your Network

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