



Ways to Stay Top of Mind With Your Network

Schedule a catch up via Zoom	Invite them to Coffee or lunch
Comment and like their LinkedIn posts	Help them or their family member with a job search
Refer business to them or find out who is a good introduction for them	Make a professional or personal referral (e.g. accountant, tech consultant, plumber, lawyer)
Introduce them to a potential referral partner	Participate in a charitable cause they like
E-mail them an article or other helpful resources	E-mail something related to their personal interests
Invite comments on an article you are writing	Invite them to a sporting event
Celebrate client victories or tell them about your other victories	Send holiday gifts
Invite them to a reception at your firm or elsewhere	Ask about their spouse and children
Invite them to participate on a panel or a podcast	Teach them something non-legal (e.g. how to use an app you like; how to roast your own coffee, etc.)
Send notes of congratulation professional	Send notes of congratulations- personal
Send condolence cards/attend funerals	Recommend a good movie, book, streaming TV series, podcast, etc.
Introduce them to a hobby or nonprofit cause	Mention their name as a source to a reporter
Follow up on a referral you gave them and find out how it went	Thank them for a referral they gave you and send a gift certificate (and reach out again to update them)
Let them know about your significant life events or awards you have won	Invite them to your concert, exhibit, or social event
Ask about a sick family member or pet	Come to their functions
Attend a presentation they give	Join organizations where they are active
Send firm branded items (swag)	Interview them for an article
Buy their stuff	Send them something humorous
Send birthday and/or holiday greetings	Give a brief tutorial on a legal subject or send them a related article
Send a handwritten note	Ask about their dog or go on a walk

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