

## Right and Wrong Ways to WORK A ROOM

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### *Don't Confuse Networking with Socializing*



Chances are you attend networking events regularly - but are you really getting the most from all that effort?

If not, you may be doing a little too much socializing and less *real networking* at these events. Many professionals often confuse the two and end up wasting their valuable time - and energy.

Revise your "work the room" tactics by learning the following fundamental do's and don'ts.

- **Review the guest list and prepare!** Think about whom you want to talk to and set specific conversation objectives. Check if someone else from your firm should go.
- **Eat early.** You won't be able to shake hands, talk, and work a room with a plate in your hands.

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- **Split up.** If you go with a colleague, take some time to mingle with other people by yourselves. You will achieve much more working alone.
- **Survey the room.** Walk around. See who is in attendance. Then prioritize your target conversations.
- **Have a personal introduction prepared.** In less than 30 seconds you must be able to differentiate yourself, your work, and your firm. But, don't make your introduction a sale pitch!
- **Don't sell.** The purpose of networking is to establish credibility and make some contacts. Do not sell your services to people in the room.
- **Don't gossip and socialize.** There is a difference between being social and socializing. Be yourself and get to know people outside your work circle.
- **Use positive, confident body language.** Use a firm handshake. Smile and stand with an open posture.
- **Space your conversations.** Don't spend the entire evening talking to one person - move on to the next prospect. Give low-potential prospects a short amount of time, while top prospects can get at least 20 minutes.

If you're serious about networking and ready to build your referral base and business - then it's time to get smart about how you work a room. These skills won't come easy - but you can ace them with routine practice.

Use them at your next event and see how many new, meaningful contacts you'll make!

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