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My wife and I were engaged in 1999. During the holiday party at my law firm that year, someone mentioned that we were getting married. Suddenly, in front of hundreds of people I really did not know well, the managing partner passed me the microphone and asked me to tell them about our relationship. I smiled nervously, stared out at the crowd silently for what seemed like hours, and then simply said "thank you." It was the awkward moment everyone fears in front of the group about which they worry most - their peers. I laughed it off, but still remember the experience. It was not necessarily a fear of public speaking, but an aversion to sharing personal details before an audience of strangers.

The irony about engaging an audience is that regardless of the message, it is the sincerity in our stories that people usually remember. I am pretty sure that no one recalls my silence. Similarly, the people with whom you are connecting are more likely to remember your interaction if you offer genuine and enthusiastic information about your background and experience, which is relevant to the conversation.

I have the privilege of delivering the keynote address at the ABA Techshow next Thursday (3/25), where I will be discussing the convergence of technology and marketing, as well as introducing my new [research study on change in the legal industry](#). I will also be presenting "Stand Out in a Stagnant Economy" at the University of Texas at Austin next Tuesday (3/23), participating in IgniteLaw in Chicago on Wednesday (3/24), and speaking in the Chicago office of an AmLaw 100 law firm on Friday (3/26). In April, I will be in Charlotte, Pittsburgh, Dallas, Houston and San Juan. Please let me know if you would like to connect in any of these cities.

Thank you, as always, for reading my newsletter. Best, Ari.

One Idea

[MailChimp](#)



I always talk about the benefit of a mailing list and communicating

Audio

30-Minute Thursdays excerpt:
Getting to Know an Editor

On March 4, 2010, 30-Minute





with your network on a regular basis. MailChimp allows users to create a free newsletter that they can distribute to up to 500 individuals. Let me know what you think.

Featured Interview



Views From Opportunity Makers

I had the honor of interviewing over 100 individuals for my book and followed up with many upon its publication to record some of their thoughts on creating opportunity. Click on the links below to listen to their insights.

- [Alan J. Schnurman](#), Zalman & Schnurman/Host of Lawline
- [Gabe Galanda](#), Williams Kastner
- [Josh Claybourn](#), Corporate Counsel, Vectren Corporation
- [Travis Hodgkins](#), Transnational Law Blog

Upcoming Programs

- Austin, TX – March 24, 2010 (University of Texas at Austin School of Law)
- Chicago, IL – March 25, 2010 (ABA Techshow *Keynote*)
- Chicago, IL – March 26, 2010 (Law Firm)
- Charlotte, NC – April 14, 2010 (Charlotte School of Law)



Thursdays focused on writing an article and expanding your network in one hour. A number of people expressed an interest in subscribing and asked for an excerpt of the program. [Watch this brief discussion of one creative way to get to know an editor using Twitter.](#)

The next episode will be this Thursday from 1:00-1:30pm EST. Registrants must pay for a subscription prior to approval and receipt of access codes to the program. You will receive a temporary link to the recorded version of the March 4, 2010 presentation upon registration. Please feel free to contact me with any questions about the series or visit [30-Minute Thursdays](#).

Press Room

- Pittsburgh, PA – April 15, 2010 (Duquesne University School of Law)
- Dallas, TX – April 20, 2010 (Law Firm)
- Houston, TX – April 21, 2010 (Assoc. of Legal Administrators Chapter)
- Osage Beach, MO – June 11, 2010 (Missouri Bar Association Solo & Small Firm Conf *Keynote*)
- New York, NY – July 16, 2010 (Law Firm)
- New York, NY – September 23, 2010
- Wilmington, DE – October 6, 2010 (Assoc. of Legal Administrators Chapter)

- March 15, 2010 – MyLegal.com: [BlogTalkRadio - Strategies for Inspiring Your Legal Career Through Creative Networking & Business Development](#)



- February 5, 2010 – Detroit Legal News [cover story]: [Opportunity Maker](#)
- March 15, 2010 – The New York Times ('The Local' blog): [Antique Road Show in Millburn](#)
- February 24, 2010 – National Law Journal: [Law Students Can Benefit From Networking Follow-Up](#)
- March 12, 2010 - [Audio] Taking People to the Data Instead of Taking Data to the People: [Kurt Jensen, the President and CEO of Daegis](#)
- March 10, 2010 - [Audio] Has Technology Finally Eliminated the Data Accessibility Argument?: [Jim McGann, the Vice President of Marketing for Index Engines](#)
- March 1, 2010 - [Audio] Is Digital Dictation Now Mission Critical?: [Steve Butterworth, the President of BigHand, Inc.](#)
- February 18, 2010 - [Audio] Why Work With Webinars?: [Mike Agron, co-principal and executive webinar producer of WebAttract](#)

CALENDAR for the [30-Minute Thursdays](#) webinar series

The subscription-based [30-Minute Thursdays](#) webinar series began its spring curriculum on March 4, 2010 with "Writing an Article and Expanding Your Network in One Hour." Each 1/2-hour session takes place from 1:00-1:30pm EST and offers insights on engaging management, clients, prospects, employers and referral sources.

Samples of previous programs are available upon request and sponsorship is possible.

The upcoming topics are:

- March 18, 2010 - [Five Ways to Repurpose Content to Raise Your Profile](#) *Click on the Link to Register*
- April 1, 2010 - [Seven Steps to Effective Follow-Up](#) *Click on the Link to Register*
- April 22, 2010 - [Six Sure-fire Social Media Strategies](#) *Click on the Link to Register*

Visit [30-Minute Thursdays](#) to learn more about our introductory monthly subscription fees.

Ari Kaplan Advisors provides live programs on business development, organic networking and getting published at law firms, bar associations and law schools nationwide, as well as law-related ghostwriting, industry research, internal sales evaluation reporting and personal coaching. Founder, Ari Kaplan, is the author of the Amazon.com bestseller, [*The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development*](#) (Thomson-West, 2008), which is also available on Kindle. [Download your free PDF discussion guide here](#). Readers who purchase a copy of the book via Amazon.com (print or Kindle) will receive a free digital download of my CD, [The Seven Secrets of Opportunity Making Success](#) (a \$19.97 value).

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