

3 Easy Ways to Create Effective Follow-Up Opportunities

By **Ari Kaplan**, Esq. of New York, NY 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 about how students and professionals can stand out in today's stagnant economy.



He has helped thousands of lawyers, law students, legal administrators, paralegals, litigation support professionals and legal technology vendors create opportunity, foster stronger relationships and interact more effectively with clients, prospects and colleagues. He can be reached at 646.641.0600 and Ari@AriKaplanAdvisors.com. For more information visit <http://www.AriKaplanAdvisors.com>.

Three easy ways to create effective follow-up opportunities are:

- 1. Search a blog directory, e.g., BlogCatalog.com, and find a blog related to that industry (the more popular the better, though popularity is not essential). Ask the author(s) if you can guest post. Use that opportunity to interview individuals in your target market, e.g., business executives, consultants, analysts, and either profile their work for that blog or extensively quote their expertise for your post (which could be just a paragraph or two depending on your time constraints).
- 2. Use the blog content you create to share ideas related to your target industry and key members of that community via various social media platforms (LinkedIn, Twitter, etc).
- 3. Barter your experience with a junior professional or student, who is likely to have much more sophisticated knowledge of how to leverage social media, but needs your guidance on traditional workplace protocols. Collaboration between the generations is a key component of professional success.

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