

Move Your Online Relationships OFFLINE

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • July 14, 2010 • [Printer-friendly](#)

Learn How to Take Online Connections into the Real World



Sure, e-mail and social networking are easy, but there is something to be said for **real face-to-face interaction**.

Contrary to what some Web 2.0 experts might say, **interpersonal communication is not dead!** In fact, it's alive and well in the legal world.

Online relationships only go so far. Therefore, to truly leverage the power of social media, **lawyers must learn how to move their relationships offline.**

Here are three ways you can convert online relationships into offline relationships.

1. Try to meet your online connections in-person.

Step outside your comfort zone and request a meeting. You could attend legal conferences with colleagues whom you've met through social media. Or, after connecting with potential referral sources online, arrange to meet them for lunch.

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



Face-to-face contact will give you the opportunity to strengthen the online contacts that you've made and use them to your benefit - like bringing in new business!

2. Find common ground with social media.

If you're fretting about what to say when you first meet your online connection in person, why not break the ice with a conversation about social media? After all, it's the place you and your contact first connected, so conversation about the subject should flow effortlessly. And, after a few minutes of conversation, you may even feel like you've known your online friend for years.

3. Pick up the phone.

Can't meet in person? Pick up the phone and introduce yourself! You'd be surprised at how adding a voice to an online image helps make it more robust.

Social media has no doubt taken us where no other medium has gone before. It allows us to connect with people whom we'd otherwise never know and it breathes life into connections that have faded.

And, as powerful as that sounds, it's also nice to take a step back and reflect on the **traditional approach to networking**: face-to-face interaction.

Never underestimate the power of a good conversation OFFLINE.

Adapted from article [Marketing Your Practice Today: How to Use Social Media to Network and Build Relationships](#) by Carolyn Elefant and Nicole Black.

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com

