# Zen & The Art of Legal Networking

INSIGHTS & COMMENTARY ON RELATIONSHIP BUILDING WITHIN THE INTERNATIONAL LAWYERS NETWORK

PUBLISHED BY Lindsay Griffiths



## Zen & The Art of Legal Networking

August 4, 2011 by Lindsay Griffiths

#### LinkedIn Tutorials - Let's Get Connected! Part I

Now that you've created <u>a complete profile</u>, it's time to start connecting and engaging with people you might know on LinkedIn. Let's start with the basics - connecting with people in your Outlook contacts.

Start by logging in to your home page. Since you're a new member and still building your LinkedIn base, you will likely see this box:

INKEC III   Account Type: Basic			<ul> <li>Lindsay Griffiths</li> </ul>
Home Profile Contacts Groups Jobs Inbox Company	ies News More	People -	Search
Are You an Attorney? - We ne	ed more attorneys in you	r area. Apply nov	v for membership.
Welcome, Lindsay! See who you already k	now on LinkedIn.		Your LinkedIn Network
Searching your email contacts is the easiest way to find people	you already know on Linked	In.	1 Connection links you to 68,2 professionals
Your email: linzelcakes@gmail.com			102,331 New people Network since
Email password:			
Continue We will not store your password or email anyone wi	ithout your permission.		Add Connections
Do you use Outlook, Apple Mail or another email application? Import your de	esktop email contacts.		Ads by LinkedIn Members
			Apply to the Cambridge V network for Successful V
Share an update			Secure Video Confer
Attach a link		Share	in more Human ways. 30
inkedIn Today	S	ee all headlines	Lawyer Needed We have the clients. Get
The Simple Way to Avoid Social America's Best Colleges	Schedule set for small bi	z	less time.

Here, you can log in to your email account - if you're using Gmail or Yahoo! - or just below that, you'll see that it says "Do you use Outlook, Apple Mail or another email application? Import your desktop email contacts."

Click the link that they provide and this box will come up:



#### **Exporting From Outlook**

In case you're not sure how to export your contacts from Outlook, we'll go through that too. I'll be showing you these steps in Outlook 2010, which is the latest version, so it may differ depending on what version you have. Ask someone for assistance if this doesn't look familiar to you.

Begin by clicking the File tab in Outlook:





Once you're on the File page, click "Options:"

This will open a new window with options for what you can do in Outlook:

Outlook Options	Character Provide + + + Hart	? ×
General Mail	General options for working with Outlook.	
Calendar	User Interface options	
Contacts Tasks Notes and Journal Search Mobile Language	Show Mini Toolbar on selection  Fable Live Preview  Solor scheme: Silver S  SeconTip style: Show feature descriptions in ScreenTips  Personalize your copy of Microsoft Office  User name: Lindsay Griffths:	
Advanced	Initials: LPG	
Customize Ribbon Quick Access Toolbar Add-Ins Trust Center	Start up options	Default <u>P</u> rograms
		OK Cancel

On this screen, click "Advanced:"



That will open this window:

Outlook Options	and them I had been a to the	3 ×
General Q	Options for working with Outlook.	-
Calendar Outi	pok panes	
Contacts Tasks	Customize Outlook panes.	Navigation Pane
Notes and Journal		<u>I</u> o-Do Bar ≡
Search Outl	pok start and exit	
Mobile Language	Start Outlook in this folder: Distance for the setting Outlook in this folder:	
Advanced	Empty Deleted Items rolders when exiting Outlook	
Customize Ribbon	Archive	
Quick Access Toolbar	Reduce mailbox size by deleting or moving old items to an archive data file.	AutoArchive Settings
Add-Ins Rem	inders	
Trust Center	Show reminders     V Play reminder sound: reminder.wav     Browse	
Expo	nt	
	Export Outlook information to a file for use in other programs.	Export
RSS	Feeds	
6	Any RSS <u>Feed</u> item that is updated appears as new Synchronize RSS Feeds to the Common Feed List (CFL) in Windows	
Send	and receive	*
		OK Cancel

Almost at the bottom of this screen (without scrolling down), you'll see a section labeled "Export."

Export		
\$	Export Outlook information to a file for use in other programs.	Export
RSS Fee	ds	

Import and Export Wizard	
	Choose an action to perform:
	Export RSS Feeds to an OPML file Export to a file
	Import a VCARD file (.vcf) Import an iCalendar (.ics) or vCalendar file (.vcs)
	Import Internet Mail Account Settings Import Internet Mail and Addresses Import RSS Feeds from an OPML file Import RSS Feeds from the Common Feed List
	Description Import data from other programs or files, including ACT!, Lotus Organizer, Outlook data files (.PST), database files, text files, and others.
	< <u>B</u> ack <u>Next</u> > Cancel

Click the Export button, and yet another window will open:

In the menu above which it tells you to "Choose an action to perform," select "Export to a file."

Import and Export Wizard					
	Choose an action to perform:				
	Export RSS Feeds to be OPML file Export to a file				
	Import a VCARD fit a very Import an iCalendar (.ics) or vCalendar file (.vcs) Import from another program or file				
	Import Internet Mail Account Settings Import Internet Mail and Addresses				
	Import RSS Feeds from the Common Feed List				
	Description Import data from other programs or files, including				
	ACT!, Lotus Organizer, Outlook data files (.PST), database files, text files, and others.				

Then, click "Next >"

The next screen will ask you to "Create a file of type:" and you want to choose "Comma Separated Values (Windows)" - this is a .csv file, which is one of the most common file types accepted for this type of import in LinkedIn.

Export to a File	
	Create a file of type: Comma Separated Values (DOS) Comma Separated Values (Windows) Microsoft Access 97-2003 Microsoft Excel 97-2003 Outlook Data File (.pst) Tab Separated Values (DOS) Tab Separated Values (Windows)
	< <u>B</u> ack <u>N</u> ext > Cancel

Then, click "Next >" The next window asks you to choose where you want to export from. Here, you want to choose your contacts. The window automatically defaults to your Inbox, so scroll up until you see "Contacts."

Export to a File	
	Select folder to export from: Work Contacts Collected contacts Media Contacts Media Contacts Conversation Action Settings Deleted Items Drafts Inbox Push-down" Visits Annual & Regional Meetings
	< <u>B</u> ack <u>N</u> ext > Cancel

You may have sub-categories under contacts as I do. But if you want to search through all of your contacts for potential LinkedIn connections, choose the top category, that of "Contacts." Click "Next>"

The next screen will ask you to save the imported file, and where you want to save it. If you just name the file here, Outlook will save it in a folder of its choosing - which you may never find again. So instead, start by browsing to the Desktop - I always do this when I later want to be able to find a file easily. You can always move the file somewhere else later.

Hit "Browse" and a window will open. It depends on the settings that your computer has as to what the default window will open to, but mine opens to the documents library. To save to the desktop, click "Desktop" on the lefthand side.

O Browse	Documents			<b>-</b> €2	Search Documents
Organize	ler				!≡ ▼ 0
0 Microsoft Outlook	Documents library Includes: 2 locations				Arrange by: Folder 🔻
🚖 Favorites	Name	Date modified	Туре	Size	
Recently Change	🌗 Adobe	1/25/2011 6:41 PM	File folder		
Deskton	AIMLogger	1/25/2011 6:41 PM	File folder		
Downloads	AlawarWrapper	6/27/2011 4:47 PM	File folder		
Drophox	퉬 Avon Walk Fundraising	1/25/2011 6:41 PM	File folder		
Recent Places	퉬 Baby Shower	1/25/2011 6:41 PM	File folder		
	퉬 Bachelorettes - Weddings	1/25/2011 6:41 PM	File folder		
🔁 Libraries	퉬 Blog Backup September 2007_files	1/25/2011 6:41 PM	File folder		
Documents	퉬 Demandbase Stream (TM)	1/25/2011 6:41 PM	File folder		
A Music	퉬 Downloads	1/25/2011 6:42 PM	File folder		
Pictures	퉬 filelib	1/25/2011 6:42 PM	File folder		
Videos 👻	퉬 French I	1/25/2011 6:42 PM	File folder		
File <u>n</u> ame:					
Save as type: Com	ma Separated Values (Windows) (*.CSV)				
Alide Folders				Too <u>l</u> s 🔻	OK Cancel

It will take you to your desktop, and you can name the file whatever you would like. I called mine "OutlookContacts" (with no space), which is descriptive enough that I will know what it is when I later relocate it.

Browse     Derita	lines again fair fi	t at			- 4	Search Deckton		×
Organize - Nev	w folder		-		• •	Search Desktop		0
Microsoft Outloo	<sup>ok</sup> î [	Libraries System Folder	<b>e</b>	Homegroup System Folder	12	Lindsay Griffiths System Folder		
☆ Favorites Ø Recently Change ● Public	ge	Computer System Folder		<b>Network</b> System Folder		LinkedIn Tutorial File folder		
Desktop		<b>Personal</b> File folder						
🔛 Recent Places								
Documents								
E Pictures	-							
File <u>n</u> ame:	OutlookContacts							•
Save as <u>t</u> ype:	Comma Separate	d Values (Windows) (*.CS	v)					-
Hide Folders					Too <u>l</u> s 🔻	ОК	Cancel	

Then hit "OK" to go back to the previous screen. You'll see that it fills in the "path" (or the location on your computer, including the file name) for the file. On this screen, you just need to click "Next>"

Export to a File		
	Save exported file as: C:\Users\Lindsay Griffiths\Desktop\Outk Browse	
	< Back Next > Cancel	

Once you hit "Next>" Outlook tells you that the following actions will be performed. On this screen, you have the option of mapping the fields if you would like - this means that you can assign the categories of information that Outlook creates to categories you would like to designate. For example, this would be useful if you were uploading the file to another program where "FirstName" was considered "First\_Name" - computers read this information differently.

In this case, it's not necessary, so just click "Finish."

Expor	t to a File	
Th	e following actions will be performed:	
E	Export "Contacts" from folder: Contacts	Map Custom Fields
Π	his may take a few minutes and cannot be canceled.	
	< <u>B</u> ack	Finish Cancel

Once you click Finish, Outlook is going to export the file, and it will give you a progress bar. Once the file is saved, the progress bar will disappear, and the file will appear on your desktop (or saved location).

Import and Export Progress	the setting failure	
	ې ک	
Exporting Contacts from 'Contacts' to OutlookContacts.CSV		



Now you're ready to upload this file to LinkedIn and see who you might want to connect to!

### Importing Into LinkedIn

First, click on "Choose File:"

<u>Are You an Attorney? - we need more attorneys in your area. Apply no</u>
Welcome, Lindsay! See who you already know on LinkedIn.
Upload a contacts file from an email application like Outlook, Apple Mail and others. File formats must be .csv, .txt, or .vcf. Learn More
Contacts File: Choose File No file chosen
Do you use Gmail, Yahoo Mail or another webmail service? Import your webmail contacts.

This will open a new window that will allow you to browse to the file you just saved. If it doesn't open to the desktop, browse to the desktop as we did in Outlook. Choose the .csv file:

💿 Open		The second se	
Desktop			- 4 Search Desktop
Organize 🔻 New folder			
<ul> <li>★ Favorites</li> <li>         Propiot         Public         Desktop         Downloads         Dropbox         Recent Places         Libraries         Libraries         Documents         Music         Pictures         Videos         Videos         Homegroup</li></ul>	14.8 KB         DSC_0122.jpg         JPG File         283 KB         FinalFile.png         PNG File         S8.1 KB         ILN_Contact.pdf         PDF File         762 KB         OutlookContacts.CSV         Microsoft Excel Comma Separate         292 KB         Progress.png         PNG File         26.1 KB         traeb.th.jpg		<pre>"Title", "First Name", "Middle Aname", "Last Name", "Last Name", "Suffix", "Company", "Departme Tt", "job Title", "Business Street", "Business Street 2", "Business Country/Region", "Home Street 3", "Home City", "Home Street 3", "Home City", "Home State", "Home Postal Code", "Home State", "Home Postal Code", "Home State", "Thome City", "Other Street 3", "Home City", "Other Street 3", "Home City", "Other Street 3", "Other City", "Other Street 3", "Home Street 2", "Other Street 3", "Business Fax", "Business Phone, "Business Fax", "Business Phone, "Business Fax", "Business Phone, "Home Phone 2", "ISDN", "Mobile Phone", "Company Main Phone", "Home Phone 2", "ISDN", "Mobile Phone", "Other Fax", "Other Phone, "Pager", "Primary</pre>
🖷 Computer 👻	9.18 KB	-	Phone", "Telex", "Account", "Annivers arv". "Assistant's Name". "Billing
File <u>n</u> ame	OutlookContacts.CSV		✓ All Files     ✓     Open      Cancel

Click "Open." This will take you back to the first screen, where you want to click "Upload File."

Welcome, Lindsay! See who you already know on LinkedIn.
Upload a contacts file from an email application like Outlook, Apple Mail and others. File formats must
Contacts File: Choose File OutlookContacts.CSV
Upload File
Do you use Gmail, Yahoo Mail or another webmail service? Import your webmail contacts.

Sometimes, LinkedIn will have trouble uploading your file if there are two many fields in it - it will give you a generic error like "We're having trouble uploading your file right now, try again later." However, this generally means "Something is wrong with your file and unless you fix it, we'll never upload it." I got this error when I tried to upload my file, so I opened the .csv from my Desktop (it will open in Excel) and deleted any unnecessary columns, such as birthday, anniversary, website, etc.

Then, I saved the file and tried uploading again, and it worked. If it works, you'll get a screen like this:



As you can see from this page, I have 570 contacts that I could invite from my Outlook file. 287 of these are already on LinkedIn. You can tell if someone is using LinkedIn if they have the little "in" symbol next to their name, like all of the names in the above picture do.

My recommendation for this screen is to uncheck the top box that says "Select all" and go through each of the names individually to see if you'd like to connect with them. In my case, since I've created this as a sample profile, and am already connected to most of these people in my existing account, I won't reconnect to them. But, for the sake of example, I chose a couple of patient friends to add. Once you've chosen those you'd like to connect to, click "Send Invitations."

As I've mentioned before, this will send the invitations automatically to those contacts that you've checked, without allowing you to personalize it. This may be okay for some contacts, but I would recommend sending more personal invitations to your clients and referral sources.

At this point, I'll also make a note - if you send a lot of invitations to people you don't know well or are just hoping to connect to, and they click the "Ignore" option when they receive the invitation, you may be "blacklisted" on LinkedIn. In that case, you're still able to access your profile and add people, but you're required to input the email address for everyone you might want to add, which can severely restrict your connecting. So be thoughtful about who you want to connect with. Another general point - some people think that you will sign up on a social media site and immediately get business. Although some people *have* gotten work from their social media relationships, this is generally not the case. The benefit to creating a social networking presence is a) you can see and participate in conversations that are happening about you, your firm, and your practice/industry area and b) it creates context for people who might be looking to hire you through other channels. For example, if someone is looking for an employment lawyer, they may ask a general counsel friend who they have used. When that person recommends you, the attorney seeking assistance will first Google you.

Let's admit it - we all do that when we want to hire someone to help us.

What's going to come up in Google? Your firm page and bio, of course, as well as any articles you've published, work you've done that's been uploaded and shared via JD Supra, your LinkedIn profile and other social networking sites. What would a general counsel think if they checked your LinkedIn profile and saw that you had two connections, no picture and just your firm name listed? They'll think that you're not tech savvy or you just don't care enough to invest some time in developing your profile.

Or, if they go to your LinkedIn profile and see that you're connected to other general counsel that they know and respect, that you've posted a few recent articles that you've authored that relate to the issue they're concerned about, and that you have all of your credentials, both professional and educational, listed, their decision to hire you will be reinforced.

#### Putting the initial investment into these social networking sites is worth it.

In the next post, I'll go into detail about how to add contacts manually with a personal note, and suggestions for engaging with your new contacts.

Lindsay Griffiths of the International Lawyers Network 179 Kinderkamack Road Westwood, NJ 07675 Phone: (201) 594-9985 Fax: (201) 740-9765