

Succeed at Small Talk!

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Make an Impression by Being YOURSELF!

There is no way around it - small talk is not easy.

It can be insincere and affirmatively uncomfortable.

Not everyone is born with the gift of gabbing to strangers, but you can acquire the **art of small talk**.

It's simple, really. **Just be yourself!**

When it comes to making an impression during small talk, **DIFFERENTIATION** is key. **Stand out by being you!** In fact according to Keith Ferrazzi, author of [Never Eat Alone](#), "...vulnerability is one of the most under-appreciated assets in business today."

Candor creates the opportunity for a deeper connection, genuinely allowing other people into your life - even during a first encounter. Uncomfortable and shallow conversations, on the other hand, will ensure that strangers remain strangers.

Think about some successful professionals in *your* life. Chances are those people are surrounded by warm relationships. Their charm, perhaps, comes from simply being themselves.

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Small talk is not about talking small. It's about **talking OPENLY** - putting ourselves out there on the line.

Give people a glimpse of your humanity and they'll give you something in return - a connection and, if you're lucky, new business!

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