



The  
**enchantingLawyer**<sup>™</sup>

# Action Guide

Derek Coburn

## **1. Rethink your opportunities**

**How?** How many networking events have you been to this year? Did you get anything from these events? If not, could you start attending smaller and more intimate “house parties” like Coburn suggests?

Create your own networking group with people who share your ideas and interests, instead of going to massive events, hoping to find a long-term relationship. If you meet someone, ask them if you could schedule a ten-minute phone call with them afterwards to decide whether or not you would continue to get to know them.

## **2. Challenge yourself**

**How?** What sets Coburn's business and my law firm apart from our respective competition? We go the extra mile to provide unique and thoughtful services to our clients when we don't have to.

Can you host a "client appreciation" wine tasting event for your clients? It would be a perfect setting for them to invite somebody who will be of help to you. Let your clients do the selling for you.