

Practice Mgt & Marketing Sect.

- **Upcoming CLE Programs and Events**
- [September 7, 2011](#) | Engaging Your Network on LinkedIn
- October 5, 2011 (Breakfast) Effectively Securing New Clients: From First Contact to Retainer
- November 2, 2011 4:30pm-6:30pm Networking Happy Hour with Solo Small Section
- December 7, 2011 (Lunch) Creative (and ethical) Ways to Get Paid for Your Work
- January 12, 2012 (Breakfast) Actually Making Money on the Internet – Social Media, Google Maps, Google AdWords, etc.
- February 1, 2012 (Lunch) Re-Branding after Mergers, Departures or Changes in Your Firm
- March 7, 2012 Practical Business Principles for Law Firm Owners
- April 4, 2012 (Breakfast) Practicing Law in 2020 – Predicting the Future
- May 2, 2012 TBA
- May, 2012 Annual Meeting (no CLE) TBA

Engage Your Network on LinkedIn

Shaun Jamison
Attorney at Law



Agenda

- Introduction
- Assumptions
- What to expect
- Tips
- Questions

Introductions

- Self
- Participants

Assumptions

- You Already Think LinkedIn is Important to Your Marketing
- You Have Profile
- You Have a List of Contacts
- You Want to Dive Right in!

What to Expect

- Enough information to dive in
- Presentation with opportunities to ask questions, Particularly at the end
- You DON'T have to be a computer wiz
- All you need is access to a computer & internet



TIPS:

Social Media Etiquette

(What Would Mom Think?)



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TIPS: Managing Contacts

- Comment on relevant updates
- Pick top 25 people to contact monthly
- Pick top 26-100 people to contact quarterly
- Tag contacts into various groups so you can send tailored updates.
- Export contacts for easier manipulation and as a back up.

TIPS: Contact Settings

Contact Settings [Edit]

Give people advice on how you want to be contacted.

Interested In:

career opportunities	consulting offers
new ventures	
expertise requests	business deals
reference requests	getting back in touch


Select "career opportunities" = "I am a potential employee"
Don't select "job inquiries" unless you are hiring.

TIPS: Recommendations

Ask for and give appropriate recommendations


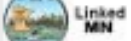
John Dornik

partner at mackenzie &Dornik

 I associated with John on a plaintiff's personal injury matter for one of my clients. John handled everything promptly and professionally. I know from my discussions with John over the years that he is very passionate about helping people and about the legal profession. I am confident referring plaintiff's cases to John. *April 23, 2009*

Dr. Shaun (Attorney/Owner at Shaun G. Jamison, Attorney at Law) was with another company when working with John at mackenzie &Dornik.

TIPS: Groups

	District 6 Toastmasters Go to ▾ Actions ▾
	eLearn Go to ▾ Actions ▾
	JibberJobber - Career Management Go to ▾ Actions ▾
	Legal Marketing Go to ▾ Actions ▾
	Legal Tweeters Go to ▾ Actions ▾
	Linked Strategies Go to ▾ Actions ▾
	LinkedMinnesota Go to ▾ Actions ▾

TIPS: Groups II

Start Your Own!

Invitation Only or Open

TIPS: Update

- Status – job search or self improvement
- New experience
- Change terms to be more searchable
- Revisions for clarity



Blog | Shaun G. Jamison, Attorney (612) 356-2575 |
Shaun G.... shaunjamison.com

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TIPS: Patronize Your List

- Search Your List
- Contact for Bids/ Referrals

TIPS: Question & Answer

- Can be done in Groups or LinkedIn generally
- Can ask for help from your network
- Can offer help to someone & display your expertise

TIPS: Events

- Promote Your Events
- Promote Events for Others / Charity

Your Questions

Final Tips

- Online is not the strategy, it's a tool
- Make sure SIGN OFF of LinkedIn & webmail
- Have a hard to guess password
- Update weekly & always respond
- Have fun, but stay on task and balance time.