

# Growing your network through public speaking

Christopher F. Earley



They say your network is your net worth. One of the very best ways to grow your network is by and through public speaking.

Creating and taking advantage of speaking opportunities for me has expanded my network, generated referrals, and established me as

one who can be trusted to offer value on different areas of interest to lawyers.

There is no question that this all takes time and effort. However, I have discovered the rewards can be massive.

There are some things I have learned from speaking, both virtually and in-person before different groups of people:

Speaking opportunities almost always have to be sought out and created. You won't get them without going for them. I frequently reach out to both lawyer and nonlawyer groups to see if they need speakers. But rather than make them ask about me, I make the pitch about the various topics I speak on that will provide value to the members of the group. When I make

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my pitch through email, I attach to the email course descriptions, slide decks and my bio. That allows the person to read a little about the courses I offer, and if interested, they can then pick the topic(s) they feel



would benefit the members of the group the most. The more options the decision-maker can choose from, the better your chances of receiving a "yes."

I always have an offer to share at the end of the presentation (a free report, video, etc.) in exchange for an email address. That way, when the presentation ends, I can communicate with attendees and keep the conversation going after the fact. That in turn may lead to further speaking opportunities, referrals, etc. If you don't collect contact information, you are relying on attendees to remember you after the fact. That won't happen, I have found.

Size does not matter. Whether you are speaking before five people or 500, take every possible speaking opportunity you can. Sure, it's better to speak before larger groups of people, but a small group can also provide massive value, so don't decline any opportunity, even if the audience is small. In fact, sometimes

smaller audiences can actually be better than larger ones. I always prefer to present to a small group that is engaged and interested over a large group that is disengaged. We are interested, after all, in developing a strong and deep network.

If you are interested in having me speak either in-person or virtually to a group you belong to, or if you would like examples of course descriptions, slide decks and bio formats that I use, send an email to [cearley@chrisearley.com](mailto:cearley@chrisearley.com) and I will share them with you. Topics such as time management, marketing, hiring

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and firing, providing five-star client service, and effective referral marketing are some of the topics I would be happy to present to your group, completely free of charge, of course. **MLW**