



Hi Shelby,

The last time I went to an in-person networking event — over a year ago thanks to COVID-19 — I remember sitting in my car and giving myself a pep talk. "This is a party. Go inside and enjoy it." I repeated over and over again to myself.

While I'm the life of a party when I'm with my friends, I loathe networking events and dread small talk. Instead, I enjoy substantive conversations and don't know how to achieve meaty, engaging discussions with people I don't know very well.

I don't consider myself an introvert (I'm more of an ambivert), but long ago I recognized my introverted nature when it comes to business networking.

As I work primarily with lawyers, I recognize the same quality in many of them. In fact, 60% of lawyers are believed to be introverts.

aversion to networking? In my case, I found podcasting. Yes, podcasting.

In my article for the Association of Legal Administrators' Legal Management magazine. Lexplain how lawyers

In a profession that requires relationship-building in order to build business, how can introverts overcome this

In my article for the Association of Legal Administrators' *Legal Management* magazine, I explain how lawyers can use podcasting with **a focus more on relationship-building than audience-building**. Learn how — and why — this strategy yields numerous benefits, especially if you're dreading that next networking session.

Until next time, happy marketing!

Michelle

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REPUTATION INK CELEBRATES 10TH ANNIVERSARY



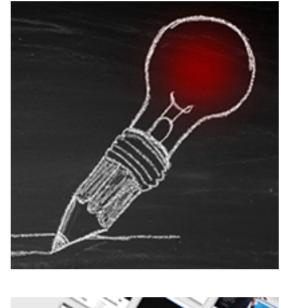
It's our birthday today!

Our agency is celebrating our 10th year in business today. We are thankful to our clients, partners and friends who have helped us reach this milestone.

Read more about the anniversary and a bit of our history here. Here's to the next 10 years!

Learn More

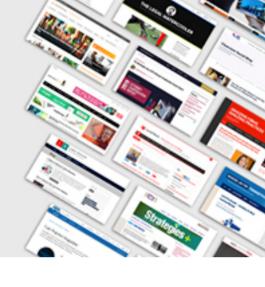
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noticed by your supervising attorneys, don't stop learning. Stay current by following thought leaders and reading blogs that share what's new and what's next in legal marketing. Here are 13 of our favorites (besides <u>our own</u>, of course).

Spill the Ink Podcast



Creating
Websites that
Get People
to Convert

What does the best version of your website look like to your clients?

Should your header be more prominent, or is it better to focus on creating more content? While you could continue to guess which elements of your website will lead to more leads and conversions, there is a more effective and accurate strategy: A/B testing. Chris Dayley, a Neuromarketer and the Owner of Smart CRO, explains how to use A/B testing to generate leads and boost conversions on your website.



Amy Rowland, the founder of Varia Search, is an expert at filling inhouse legal department roles, from general counsel to paralegal.

An in-house legal recruiter provides insights into in-house counsel

Compared to working at a law firm, an in-house position has its own unique responsibilities and challenges. Learn more about this unique role in this *Spill the Ink* episode.



