



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. 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.

In a profession that requires relationship-building in order to build business, how can introverts overcome this aversion to networking? In my case, I found podcasting. Yes, podcasting.

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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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.

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