

The Earley Examiner

A Letter from Massachusetts Personal Injury Attorney Chris Earley

July 2023



They say your network is your net worth. And they are right. 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 has established me as someone that can be trusted to offer value on different topics of interest to lawyers. There is no question that this all takes time and effort. However, the rewards I have discovered can be massive. Here 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 asking for them. I frequently reach out to both lawyer and non-lawyer groups to see if they need speakers. But rather than make the ask about me, I make the pitch all about the various topics I speak on that will provide value to the members of the group. When I make my pitch through email, I will attach to the email course descriptions, slide decks, as well as my bio. This allows the person to read a little about the courses I offer, and if interested, he can then pick the topic(s) he feels 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.'

During the presentation, I always have an offer 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, and that does not happen I have found.

Size does not matter. Whether you are speaking before 5 people or 500 hundred people, take every possible speaking opportunity you can. Sure it is better to speak before larger amounts of people, but a small group can also provide serious value so don't decline any opportunity 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, rather than to a large group of people 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 me an email to cearley@earleylawgroup.com and I will share them with you. Topics such as time management, marketing, hiring and firing, running your practice like a business, providing 5-star client service, and effective referral marketing are some of the topics I would be pleased to present to your group, completely free of charge of course.

Thank You for Your Personal Injury Referrals!

Your trust in us to handle your car accident, slip and fall, workers' compensation, and Social Security referrals is incredibly appreciated not only by myself, but by my entire team. Anyone you refer to us receives our signature 5-star client service called *The Earley Experience* which has led us to amass 544 Google reviews.

Let's Connect

I would love to grab coffee or jump on a Zoom with you. We can chat about practicing law, marketing, managing and scaling a practice, hiring/firing, referrals, etc. Call my cell at 617 956 2501 or email me at cearley@earleylawgroup.com so we can talk and help one another!

Check Out My Most Recent ABA Article Attached

This month's topic is all about working smarter so you have more free time.

Quote of the Month

“If the challenge we face doesn't scare us, then it's probably not that important.” – Tim Ferris