

LightGabler^{LLP}

We Make Business Work[®]

760 Paseo Camarillo, Suite 300

Camarillo, CA 93010

805.248.7208 ■ Fax: 805.248.7209

LightGablerLaw.com

YOUNG (AND NOT SO YOUNG) LAWYER MARKETING AND NETWORKING

TIPS FROM THE TRENCHES

Presented to:

Barristers' Bridging the Gap

January 20, 2024

By:

Jonathan Fraser Light

(805) 248-7214

Jlight@lightgablerlaw.com

JONATHAN FRASER LIGHT

Jon Light has over 40 years of experience in the field of employment law, is AV-rated by Martindale Hubbell, and has been named multiple times as one of Southern California's "Super Lawyers." As the managing attorney at LightGabler, Jon and his team members consult with almost 4,000 companies throughout California regarding their day-to-day employment law needs.

Jon has successfully tried a range of cases, including jury and court trials, arbitrations and Labor Commission hearings. Case results include defense of employers accused of wrongful termination, sexual harassment, race discrimination, wage and hour, and other employment-related matters. He has been lead trial counsel on at least 50 class action and PAGA wage and hour cases. He has also appeared on behalf of employers before the federal EEOC and federal Labor Department, the state Civil Rights Department (formerly the Department of Fair Employment and Housing), the National Labor Relations Board, and other government agencies involved with employment law issues.

Jon frequently speaks to employer and human resources groups, including Employers Advisory Councils (EACs), PIHRA, NHRA, and numerous business associations such as CPA forums, manufacturers associations, Dental and Medical Societies, and Chambers of Commerce. He addresses topics such as avoiding sexual harassment claims, wage and hour issues, business and employment law pitfalls, supervisor strategies, employment law updates, investigations, workplace drug and alcohol issues, and preparing employee handbooks.

Beyond presenting to business groups and civic organizations on employment issues, Jon serves the community where he lives and works, as is evident by his past or present participation in the following organizations: CSUCI Business School Advisory Council; Oxnard College Foundation Board; Ventura County Fair Political Practices Commission (former Member); Ventura County Bar Association (Past President); Volunteer Legal Services and court-appointed mediator (Past participant); Footworks Youth Ballet (board member and former Production Manager); Channel Islands Ballet (past chair), Ventura County Medical Resource Foundation (past chair), United Way Allocations Cabinet (past member), Ventura County Taxpayers Association (past member), and the Ventura County Boy Scout Council (past president); as well as for 12 years with the (2009 county champion) Newbury Park High School Mock Trial team (Assistant Coach) and Camarillo Academic Olympics (Superquiz Chair). He is also a Life Member of the National Eagle Scout Association.

Jon is a graduate of the UCLA School of Law, where he was a member of the Law Review. He is the author of two editions of the nationally acclaimed and award-winning book, *The Cultural Encyclopedia of Baseball*. He resides in Camarillo with his wife of 40 years, Angela, a retired public school teacher. Their 33-year-old identical twin daughters live on the east coast and abroad, and one, along with her husband, a former Green Beret Captain, has presented Jon with his first grandchild, Paloma.

YOUNG (AND NOT SO YOUNG) LAWYER MARKETING AND NETWORKING

TIPS FROM THE TRENCHES

1. Social Media

- a. Why you need it
- b. Controlling your “brand”
- c. Drive to website
- d. Statistics on usage
- e. LinkedIn - basic tips
- f. Facebook – use and abuse
- g. Other channels - Twitter, Snapchat, Instagram
- h. Google SEO
- i. Building your contacts list
- j. Time commitment
- k. Using consultants
- l. Announcing seminars (RSVP and using mail services - Mail Chimp, Constant Contact
- m. Sending out tips/ “newsletters”
 - i. Bcc your contacts
 - ii. Keep it short and interesting

2. Content – (old school term = “Articles”)

- a. Quick things to scan and email clients that you find
- b. Create small group lists to email topics of particular interest
- c. Articles you write
 - i. Finding topics
 - ii. Help with writing/polishing
- d. Placing articles

- i. PCBT; SFBJ; local papers; trade journals
- e. Sending blind copies – cluster clients (hospitality; home care, etc.)
- f. Lists
 - i. “10 tips on...”
 - ii. “5 pitfalls in ____.”
 - iii. “10 things every new business needs”
 - iv. “10 things CPAs need to know about employment law for their clients”
 - v. “The 7 essentials every business needs to know about insurance”
 - vi. “10 Most common mistakes businesses make with their employees.”

3. Speaking opportunities

- a. Short speech – 30-60 minutes – have multiple if possible
- b. Service clubs and others always looking for good speaker
- c. Creates repeat opportunities – keep a record and make contact
- d. Tell stories/use examples/case histories
- e. Hire a booker/publicist to get speeches
- f. Topic you know whether business or otherwise
- g. Baseball – Chinese warships – travel
- h. Using PowerPoint or other visuals/handouts
- i. Hire a coach
- j. Suggest speeches you can present for your professional contacts (e.g., bankers bringing in an insurance expert to address clients at a morning briefing)

4. The Power of Paper - Paper still works – and now it’s a novelty

- a. Nice card stock/note cards/envelopes for thanks or congratulations, or copies of articles; the power of the Thank You Note
- b. Birthdays and work milestones
- c. The M&A novelty letters – 2008 memorable annual report
- d. Stationery
- e. Business cards
- f. Tag lines on materials

- g. One-sheets may be dead
- h. Handouts are NOT dead

5. Visibility in the community - what works needs to fit you and your personality

- a. Lunch/Dinner events
- b. Business/trade group membership; charity boards; service clubs; Chamber
 - i. What to pick, and why
 - ii. Be committed to the organization
- c. No board membership – how can you help otherwise?
- d. CPA/Law and other discussion groups – find a topic to present; join the board
- e. Fundraising; don't just donate, do something

6. Advertising

- a. Business publications
- b. Community sponsorships
- c. Event sponsorships
- d. What's the value? Publicity, or support of an organization/client/friend
- e. Creating advertising pieces
 - i. Using experts
 - ii. Creating copy
 - iii. Size/color/graphics/taglines/contact info
 - iv. How do you stand out/differentiate?

7. Working the room - "The Art of Networking"

- a. Elevator speech – what differentiates you - storytelling
- b. Members of your office there also
- c. The problem with "buying a table"
- d. "What's your connection to this group/organization?"
- e. Freebies – free advice; solve a problem; send a tip or contact; "Let me add to our list"; being a "connector" turns you into a "trusted advisor"
- f. Don't just ask questions; be interested and ask follow up questions

- g. Collecting business cards – get don't give (or both) – with a purpose: "I'll send you a contact; or an article."
- h. Smile

8. Network of trusted advisors

- a. Others related to your field – insurance, law, accounting, banking, finance, etc.
- b. Be free with providing guidance and information
- c. Be a connector
- d. "Power Pod" or mastermind group

9. Dress code

- a. Business casual
- b. The suit
- c. Stylist/consultant
- d. Dark v. light
- e. Shoes
- f. Ties and socks (men have fewer "statement" options)
- g. Jewelry

10. Pet Peeves

- a. Business cards you can't write on
- b. Email signature block with no email
- c. Slow, long messages with the phone # at the end (and too fast) or not at all
- d. Leaves a phone number with no extension
- e. One question and then on to what they want to talk about
- f. Adding to email distribution list without asking