

Session 4

Topic: **Customizing a Proactive Plan of Action**

» **SELECTED READING:**

Chapter 3 – *Find a Mentor*

Chapter 14 – *Customize*

Chapter 15 – *Investing for the Long Term*

Chapter 16 – *Think of Others*

Chapter 17 – *The Choice*

» **ASSIGNMENT:**

Consider how you spend your time and the specific routines you can incorporate to enhance your effectiveness. Create an image of your ideal future and identify the activities in which you will need to engage to bring that image to fruition.

» **DISCUSSION QUESTIONS:**

- What can you offer your mentor?
- How can you connect more effectively to the community?
- How can a long-term career plan impact your perspective in the short-term?
- What types of networking strategies are best suited to your personality?

I will be facilitating these group discussions by phone for organizations interested in providing dynamic, customized and cost-effective weekly programming to help others prosper in this precarious period. I am also happy to share ideas with the in-house facilitator of these discussions and to offer suggestions that will encourage participation.

About the Author

Ari Kaplan is an attorney who counsels professionals internationally on the art of getting published and dynamic networking. He has spoken at law firms, law schools and bar associations throughout the United States. His in-house training programs, university lectures, retreat presentations and keynote addresses are widely acclaimed. Mr. Kaplan, who spent nearly nine years practicing with large law firms in New York City, is the author of over 150 articles, received Apex Awards in 2007 and 2008 for feature writing, was named a 'Law Star' by LawCrossing and was interviewed on CNN. Learn more at TheOpportunityMaker.com or AriKaplanAdvisors.com.



1133 Broadway, Suite 706, New York, NY 10010

Tel: 646.641.0600 • Fax: 800.895.9559 • <http://www.arikaplanadvisors.com>

The Opportunity Maker

Strategies for Inspiring Your Legal Career

Through Creative Networking
and Business Development

Ari L. Kaplan

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Discussion Guide

What is *The Opportunity Maker* and how can I use this discussion guide?

The Opportunity Maker is a roadmap for career and business development success. It teaches techniques for harnessing your potential from law school through partnership. The New York Law Journal called the book “a must-have treasure box of marketing ideas.”

This discussion guide is meant to be a companion to the book to aid legal professionals from law students, summer associates and associates to paralegals, litigation support personnel and administrators, in creating opportunities to enhance their profiles, set the foundation for professional relationships and to stand out in today’s stagnant economy. It should help foster discussions on key topics that are critical to the success of each member of the legal community.

It contains a plan of action for a 4-session self-directed program for groups of 6-20 individuals interested in maximizing their networking, mentoring, media positioning, publishing, storytelling and overall rainmaking talent in the current economic climate. There should be a particular emphasis on using technology to supplement your efforts.

Session 1

Topic: **Networking and the Science of Organic Self-Promotion**

» **SELECTED READING:**

Chapter 1 – *The Most Important Lesson Law School Never Teaches*
 Chapter 4 – *The Science of Self-Promotion*
 Chapter 5 – *Networking & The Personal Aspects of Promoting Yourself*
 Chapter 6 – *Make Friends, Not Contacts*

» **ASSIGNMENT:**

Evaluate how you network and why. Consider your motivation for meeting others and the ways in which you develop relationships.

» **DISCUSSION QUESTIONS:**

- What are your networking strengths and weaknesses?
- What do you like and dislike about the process?
- Are you successfully using social networking tools?
- Who is the best networker you know and why?

Session 2

Topic: **Getting Published and the Impact of Interviewing Others**

» **SELECTED READING:**

Chapter 2 – *Rainmakers Study for the Knowledge, Not the Grades*
 Chapter 7 – *Find Creative Ways to Connect*
 Chapter 8 – *Write it Down*
 Chapter 9 – *Be Creative With Publishing*

» **ASSIGNMENT:**

Consider whether you have been published and why (or why not). Recall the process and your motivation. List the people that you would like to meet and determine how you could profile their accomplishments in a published article. Evaluate how you could use social networking tools to aid you in this effort.

» **DISCUSSION QUESTIONS:**

- What is the benefit of getting published?
- What is the impact or potential impact of sharing a published article with your network?
- What is your greatest obstacle to writing an article?
- How can you use the drafting process to expand your network and enhance your profile?

Session 3

Topic: **Using Technology to Enhance Your Profile**

» **SELECTED READING:**

Chapter 10 - *Bloggging in Law School*
 Chapter 11 - *Broadcast Yourself*
 Chapter 12 - *Raise Your Profile*
 Chapter 13 - *Be Your Own Public Relations Firm*

» **ASSIGNMENT:**

Determine how you convey your knowledge to your target audience. Evaluate how closely aligned your background is to your area of interest in your public profile. Identify the online tools you already use and suggest ways that you could be more effective in that usage.

» **DISCUSSION QUESTIONS:**

- Have you ever created a group on Facebook or LinkedIn related to your area of interest or practice?
- How can you use a personal PR strategy to help your clients, prospects and firm?
- On what topic/issue can you make a contribution as a guest blogger?
- How can an e-mail list and an online calendar transform your self-marketing?