



Zafonte of Akerman Senterfitt discusses her career

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Years with Co.: 5

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Years/Industry: 28

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What do you consider to be the most successful way to increase referrals?

Starting with the assumption that you deliver top quality work in a most professional manner, get out of your office and put yourself in the game. The dots start to connect themselves once you join one or more of the trade industry organizations, get yourself on a committee or two and make some meaningful contributions to the collective effort. Be focused and don't dilute your efforts by spreading yourself too thin. Be able to articulate a brief and very clear message about what you do and the type of people that are helpful for you to meet. However, also listen to what others are saying in that regard and be ready to initiate or return the favor of an introduction. Don't hard sell. It is human nature that we want to do business with people we like. It cannot be forced.

Cultivate your network by putting your authentic self out there every day and remember it's a two way street.

What is the BEST advice you have ever received?

To have the confidence in myself that others have in me and to work to instill confidence in others as well. This was great advice because of the positive and productive team energy this can create.

What is your favorite tip for balanced living?

Remember, it is not really intended that you actually get to the end of the lists. Make a place for that concept in your life.