



THE NEW ELLIS GROUP

# Monday Monday

*Connecting the Dots with Karen Kaplowitz*



*Helping you create and reinforce the habits of successful career building,  
gleaned from my work as a business development strategist, trainer and coach*

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**Planning for the Last Quarter of the Year.** Your year-end self-evaluation is due soon and you have not hit all your goals. You intend to contact all your key clients and prospects right after Labor Day. Even though it is too late to implement all your ambitious plans, don't panic. Instead, focus on a few priorities and accelerate your progress by combining elements of your marketing plan. Ask yourself these questions:

- Can you capitalize on recent successes by writing a client alert or finding speaking opportunities with your client that will feature your results? If the matter was public, can you generate media interest? If not, will your client at least allow you to describe the matter on your website or in communications to other clients?
- If you have resolved a client crisis, can you offer to apply the lessons learned to restructure the client's processes, strategy or personnel to avoid the next crisis, perhaps with expertise from other firm lawyers?
- Can you schedule meetings at your clients' offices so you can meet other people?
- When planning calls or meetings, can you carve out time to hear about your clients' business and legal priorities and what they need from you in 2011?
- If you are writing an article or speaking, can you invite a client, prospect or colleague to participate and create some quality interaction between you?
- If you have undistributed articles, can you send copies to clients and prospects, add it to your firm bio, post a link on the website, comment on your Facebook page, and consider submitting it to other publications? Can you use the article to propose speaking engagements to clients for CLE, or otherwise?

Instead of trying to pack twelve months of marketing into three, make your marketing investments in the last quarter count more.

**Example:** You recently used a novel strategy to resolve a matter. Your client is not interested in publicity but will make a presentation with you to your practice group and invites you to join her in making a presentation to her board. She also consents to your disclosing the novel provisions in your own writing or speaking provided that you do not directly or indirectly disclose the company's identity.

You immediately consult with other firm lawyers about how to prevent the same problem from arising again so that when you make a presentation to the board, you are able to interject, with your client's approval, how your firm can help the company avoid the problem in the future.

You prepare a client alert on the subject, offering to discuss your unique approach with anyone experiencing the problem currently, and send it with a personal cover note to all the clients and prospects you have targeted as likely sources of work this year.

Are you ready to launch the final quarter of the year with a realistic emphasis on the highest priority marketing you can do?

1 Woodside Lane | New Hope, PA 18938 | 888.890.4240 | [NewEllis.com](http://NewEllis.com)

Please send comments to [mondaymonday@newellis.com](mailto:mondaymonday@newellis.com)