



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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Building More Client Loyalty. Do you find that clients are less loyal to you and your firm than they used to be? Have you considered ways to shore up client loyalty to your firm in your strategic planning? One sure way to strengthen clients' loyalty is to help them find jobs, especially when they have been displaced. [Click here](#) to read a newsletter on gaining loyalty by helping displaced clients. Another sure road to creating enduring client loyalty is to help their children. Most of your clients are worried about the future prospects for their children, especially if they have young adult children. We are bombarded with information on the challenges recent graduates face to get jobs, let alone jobs which are on track to great careers. Consider whether you can offer support to clients in their efforts to launch their children's careers in any of these ways:

- For clients' children who are interested in law careers, are you willing to meet with them or let them shadow you to court or other non-confidential events?
- For college students who are considering law careers, can you provide internship opportunities?
- For clients' children who are embarking on business careers, would you meet with them, give them advice and make introductions for them in your network?
- Would you host a multi-generational networking event for clients and their young adult children?
- Do you at a minimum inquire about your clients' children and offer support when possible?

When you help your clients get new jobs, especially when they have been displaced, you have guaranteed their loyalty. When you help your clients' children, you get an even bigger dose of loyalty. Helping your clients' children is the ultimate "paying it forward."

Example: You have been hearing the same story from many clients whose children have recently finished school: they are struggling to find jobs, settling for jobs with no future, and living at home, making everyone miserable. When you invited one client recently to meet you for lunch, she asked you if she could bring her daughter who is a junior in college and considering a law career. You of course agreed and had a delightful lunch in which you were able to give the young woman some insights about a law career. You also gave her a chance to see her mother in a new light which both appreciated.

You then asked your client if she would agree to speak at a breakfast at your firm with a few other clients and lawyers about career opportunities in law and business. You invited clients to attend along with their college-age or recent graduate children. You planned the breakfast for early January to take advantage of winter break schedules. At the breakfast, you were also able to make a few introductions so students and recent graduates could discuss internship and employment opportunities with other guests.

Are you willing to extend yourself to areas of your clients' lives which are of vital importance to them even if they do not directly relate to the work you do together? Are you thinking of other ways to "pay it forward" and create enduring client loyalty?