



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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Big Lists. Small Lists. If you identified top marketing targets in a year end evaluation, or selected people to receive holiday gifts versus just cards, you are poised to plan your 2011 marketing strategy. But if holiday e-cards enabled you to include everyone who seemed to matter, get ready to be more discriminating as you make 2011 plans. Start with all the relevant big lists: holiday lists; your firm announcement lists; old marketing plans; and membership lists of professional, alumni, social, political, sports, and charitable groups you belong to, particularly the committees you served on. Then distill these lists into at least these priority lists:

- The 10-20 most likely *external* sources of new or expanded business
- The 5-10 most likely *internal* sources of new or expanded work
- For each niche of your practice, a separate list of the people you want to be aware of your successes and activities.

Even if you sometimes get business from unexpected sources, relying primarily on mass mailings to everyone you know is not a substitute for a marketing strategy. For each person on your priority lists, you need a specific set of plans, with a timetable, to stay in contact and expand your current relationship.

- How and when are you going to approach each person or organization?
- Who else needs to be involved?
- How will you track each plan and persist when your first moves don't pan out?

Even when sending "mass mailings" to large lists of clients/ prospects, like an article you published, or a note on a recent success, personalize the communication. At a minimum, make sure it is obviously from you, not just from the firm.

Example: One of your 2011 goals is to connect with a lawyer who left your firm to go in-house to a client. You worked closely and you hope to be her "go-to" lawyer in the firm. She is a basketball fan so you scout out people with season tickets to the local NBA team who will sell you their seats for one of the home games. You then invite your former colleague to join you for one of the games, adding a drink or dinner beforehand for quiet time to catch up. In the course of the evening, you ask her whether there are areas she thinks the company's law department would appreciate a CLE course from your firm. When she says she is too new to know, you ask if she will organize a conference call or meeting with one of her colleagues. She asks that you hold off for a month or so. You agree and promise to follow up in 60 days if you don't hear from her sooner. You note the date on your calendar. You also offer to help any way you can as she settles in.

Are you ready to pursue each of your priority targets in a customized, thoughtful and persistent fashion, and to rely on mass mailings only as a supplement to your specific strategies?