



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*

Volume 7, Issue 1

January 7, 2013

Checklist of Recommended Actions for 2013. The last newsletter of 2012 ([click here for link](#)) posed a series of questions to answer and a challenge, to compare your list of actions to take to insure a better 2013 to the list below. Here are recommendations to consider as you launch your business plan for 2013.

- Start by reviewing the plans you created last year or in connection with recent year-end self-evaluations. Eliminate items that are unrealistic, like pursuing people you barely know who could send business but are not likely to.
- Make a list of the sources, internal and external, of your major work for the last two years. For each one where the work is likely to continue or could be expanded, consider the specific steps you need to take to deepen or renew each relationship and make a plan to start the process by seeing or talking to each source or client this month.
- Reflect on how you secured your best clients in the past and then list the steps you could take to replicate that success.
- For each specific prospective client, think through how you will engage with them, including where and how often you will see them and who can help you build a relationship. Think long-term, not one lunch and done, and then take the first step this month.
- Who have been the best sources of referrals for the last two years? Have you taken good care of them? If not, what should you be doing?
- Find good excuses to reconnect with former clients for whom you got great results, even if it has been a while since you last communicated. Examples include notes of congratulation on some recent success of theirs or something related to your old matter.
- Prioritize among your targets by doing a reality check on which of them really needs you or your firm. If a prospect has done business exclusively with one firm where his/her brother is a partner, and is satisfied with their work, that prospect is not a top priority. If a prospect's company has an approved law firm list that is only revised every several years, ditto.
- Understand that writing, speaking, and organizations are important for establishing your credibility, not just for attracting new clients. Help your existing clients and prospects have greater confidence in you by writing, speaking or being a leader in a professional, business or community group. Decide on a group and then enlist someone to help you become active.
- Do not neglect marketing yourself inside your firm. Your colleagues are important sources of new work and other opportunities. Be visible and build key internal relationships by leadership and communications within the firm. Identify your own mentors and people you will mentor.
- Be honest about the extent to which you are prepared to invest in building your career this year. Make reasonable commitments to yourself and then act on them every day. Create a plan to pursue new business persistently; no initiatives are done after one attempt.
- Create a support network for yourself, preferably among lawyers and staff in your firm. Review regularly with them and on your own what results you are getting from your plan.

Creating a great business plan for 2013 requires just a few qualities on your part: a realistic assessment of your best opportunities and a commitment to persistent pursuit of those opportunities. When you launch your plan for 2013, please share with me what you have tried and what successes you have had. Happy New Year!