



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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Spring Renewal. Many people struggle with how to reconnect with former clients and old friends. Sometimes it is hard to simply get together or start the conversation, even with people you know reasonably well. If you are looking for a way to renew relationships, harvest the fruits of your business development efforts, or deepen a relationship, consider taking advantage of the season.

- Since you are outside more, can you offer to drop in to say hello to a client or friend? Telling people you will be in their neighborhood has more credibility, for example, if you are walking from one appointment to the next.
- Have you cleared out the debris that accumulated all winter, in your office and in your mind, including unanswered emails, invitations you neither declined nor accepted, to clear the way for new growth?
- Is it time to make plans for seasonal events like going to a ball game or playing golf? Can you spice it up by asking your client or friend to bring someone along you would like to meet or offering to bring someone they would like to meet?
- Can you take advantage of the flood of springtime charity events to network in some new circles or respond to the solicitation of a client or a friend? Can you use such occasions to bring together people you would like to introduce to one another?
- Can you plant business development seeds that will bloom over the next few months? Is it a good time to follow through on promises you have made to clients or prospects to get together?
- Can you inquire about your clients' seasonal family events and milestones, like spring break, summer vacations, and children graduating or sorting through college choices? Can you offer any resources to help them make plans or decisions?

There is a palpable change of mood this spring after a brutal winter which may make it easier to connect with people. Can you tap into it?

Example: For a year, one of your clients has periodically shared her family's ordeal of her child's college application process. You heard about last year's round of trips to college campuses, the dreaded essays which were part of the college application gauntlet, and the anxiety this spring while your client's family waited to hear from the colleges. This week, your client expressed her relief that her child has been accepted at several colleges and said that they are now weighing the options. When you hear which schools are involved, you recognize that one of your partners has a child attending one of them. You quickly ask your partner to agree to share his family's experience at the college. Your partner offers to introduce the children to one another too. Your client appreciates the introduction to your partner though she declines the offer to introduce the children to one another.

Are there seasonal opportunities available to you to reach out to clients and prospects that you can take advantage of? If you are looking for an inspiring spring networking event and a way to meet a group of very successful women business leaders, it is not too late to rsvp to the Legal Momentum Aiming High Awards Luncheon on April 30, 2014 at the NY Hilton Hotel. [Sign up here](#) or contact me.

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

Please send comments to mondaymonday@newellis.com