



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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Getting Organized for 2014. As you take stock of last year and consider your pipeline of work for 2014, here are questions that may help you with your strategic planning:

- Are you where you need to be to generate work in 2014?
- If not, do you have a plan to get where you need to be?
- Where has your best work come from in the last two years?
- How can you generate more work from existing or recent clients?
- How can you find more clients like your best existing clients?
- 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?
- Do you have specific prospective clients in mind and a strategy for developing relationships with each one?
- Have you tapped former clients for whom you got great results for new work?
- Do you have a clear picture of who needs your help?
- Do you have sufficient professional recognition to give your clients confidence they have the right lawyer?
- Do you have a plan for building your visibility, inside and outside your firm?
- Does your firm support your professional development with good assignments, staffing, training, budgets, mentors, and coaches?
- Are you investing in your own professional development beyond your firm's investment in you?
- Do you consider yourself to be fairly compensated?
- Do you know how much new business you need to bring in this year to meet your goals? Are you reaching out to enough new clients to achieve that goal?
- How badly do you want to succeed in 2014 and what are you willing to do to accomplish your goals for 2014?

As you consider your answers to these questions, write down the actions you need to take to insure you meet your goals in 2014. Look for a checklist of recommended actions in the next newsletter on January 20, 2014 to compare if your action plans match our recommendations.

Happy New Year!

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