



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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Checklist of Recommended Actions for 2015. [The first newsletter of 2015](#) posed a series of questions and a challenge, to compare your action items for 2015 to the list below. Here are recommendations to consider as you formulate your business plan for 2015:

1. Start by reviewing last year's plans, like the ones you did for year-end reviews. Eliminate unrealistic goals, such as pursuing people you hardly know or who have been unresponsive.
2. List your major sources of recent work, internal and external. If the work is likely to continue or could be expanded, identify the specific steps you need to deepen or renew each relationship. Schedule times to see or talk to each source or client in the next month.
3. Reflect on how you secured your best clients in the past and then list the steps you will take to replicate that success.
4. 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 the relationship. Think long-term, not one lunch and done, and then take the first step.
5. Find good excuses to reconnect with former clients for whom you got great results, even if you have not communicated recently. Examples include notes of congratulation on some recent success of theirs or something related to your old matter. Keep the focus on them.
6. Prioritize among your targets by doing a reality check on which ones really need you or your firm. For example, a prospect who has been happy working exclusively with his brother's law firm is not a top priority. If a company will not revise its approved law firm list for several years, it is not a priority.
7. Understand that writing, speaking, and organizations are important to establish your credibility, not just to attract new clients. Help existing clients and prospects have greater confidence in you by writing, speaking or being a leader in a group. Decide on a group and then enlist someone to help you become active.
8. 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.
9. 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 consistently and frequently. Persistence is essential; no initiatives are done after one attempt.
10. Create a support network for yourself, preferably among lawyers and staff in your firm, and then regularly review the results you are getting from your plan with them, and on your own.

Creating a great business plan for 2015 requires just a few qualities on your part: realistic assessment of your best opportunities and a commitment to persistent pursuit of those opportunities by taking action and following through. Have a great year and let me know about your successes.

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