



# 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 11, Issue 1

January 2, 2017

**Checklist of Recommended Actions for 2017.** Welcome back and happy New Year. As you gear up for success this year, here are some recommendations to consider:

1. Commit to a business plan for 2017. Start by reviewing last year's plans, particularly ones you submitted to your firm's management for year-end reviews. Then eliminate items which are clearly unrealistic, such as pursuing people you barely know.
2. List the sources, internal and external, of your major work in the last two years. If the work is likely to continue or could be expanded, consider the specific steps you need to take to deepen or renew each relationship. Plan 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 could 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 a 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, if a prospect has worked exclusively with one or two law firms and is satisfied with their work, that prospect is probably not a top priority. If a prospect's company has an approved law firm list that is not scheduled to be revised, that prospect is not a priority.
7. Understand that writing, speaking, and organizations are important for establishing your credibility, not just for attracting new clients. Help 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.
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 persistently; 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 2017 requires just a few qualities on your part: a realistic assessment of your best opportunities and a commitment to persistent pursuit of those opportunities. Have a great year and let me know about your successes.

*A version of this newsletter was previously published in January 2015.*