



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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Seasonal Challenges

Memorial Day launches a season of vacations and long weekends for many lawyers. For some, between the pressure to get away for family holidays and the pressure of entertaining summer law clerks, summer can also cause a vacation from business development. If you are concerned about putting your business development goals on hold till the Fall, consider these questions about summer business development opportunities:

- Do you have clients who join their families on summer weekends at a vacation home who would appreciate your company for a drink or dinner during the week?
- Does your firm offer tickets to [ball games](#) that you can use or give to clients?
- Can you put some limits on the time you commit to entertaining summer law clerks, so you still have time for client development activities?
- Are there some family-friendly activities like a barbecue or a minor league baseball game to which you could invite a client and his or her family?
- Do you have clients with college age children who are interested in law school who would like to meet some of your firm's summer law students? [More on summer opportunities.](#)
- Are you asking clients about their summer plans? Will you be traveling or spending weekends in the same places as some clients?

If you take a vacation from client development activities in the summer, you are giving up a full quarter of the year and setting yourself up for a lot of pressure in the Fall to meet your business development goals before you are called on for year end results. Should you carve out some time over Memorial Day to consider these and other options?

Example: Last summer, a partner devoted a lot of attention to the firm's summer law program. She spent time recruiting other lawyers to entertain summer law clerks and often filled in when there were gaps. She did not have much time for client development activities during the summer and felt crunched in the Fall. This year, she signed up for her fair share of entertaining but did not join the summer law clerk committee, so she had more time for client activities. For part of the summer, her own children were away at camp. When she heard that one of her clients had also sent her children to camp, she proposed that they get together with their spouses for dinner. She had another client who was on his own during the week because his family was at the beach for the summer and he joined them just on the weekends. She had been interested in introducing the client to a lawyer in another practice group and arranged a dinner for the three of them during the week. The client appreciated the company and the lawyers were pleased to have finally found time to meet.

Can you maintain a focus on business development over the summer and work around the pressure of summer law clerks and disruptions of vacations, yours and your clients? Can you afford to treat the summer as a vacation from your business development goals? Happy Memorial Day!