



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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Staying Top of Mind with Clients and Prospects in 2022

As discussed in the last [issue](#), once you have identified the people who know and trust you, it is critical to be top of mind when they need a lawyer. Whether you are courting a prospect or looking for more work from existing clients, you want to be top of mind so that if your prospect or client has a new matter to handle, you come to mind as a potential resource. The question is how to stay top of mind without being oppressive. You can occasionally propose getting together, in person or virtually, but most prospects and clients are busy and don't have time to devote to your efforts to get business from them. Here are some ideas on how to stay top of mind without burdening your prospects and clients:

- Join an organization where your prospect or client is active and attend its events.
- Track your prospect's or client's company, by Google alerts or other means. Send appropriate short notes when something of significance happens, like a major transaction; good earnings; changes in management or the like.
- Send the prospect/client relevant information like client alerts, new cases, or news about mutual friends or contacts.
- Invite the prospect/client to in person or virtual events which might be of interest of a professional, business, charitable or social nature. Always consider their preferences and availability for meeting in person.
- Offer to introduce the prospect/client to someone who might be of value to them.
- Make use of social media to stay on their radar by following them and sharing posts that would interest them.

No matter which strategies you use to stay top of mind with your prospects and clients, take care not to bombard them with communications. If you simply put all your prospects and clients on your firm's mailing lists and they get a lot of emails from your law firm, not from you personally, email fatigue may set in and your prospect/client might block emails from your firm or simply get in the habit of deleting them without reading them.

Example: One partner was particularly sensitive to avoiding oppressive behavior when looking for new business. She had spent several years in-house before returning to a law firm practice when her company was acquired. When she was in-house, she got tired of fending off every lawyer she met who viewed her as a prospect for work. As a partner in a law firm, before communicating with prospects or clients, she asked herself if she would have appreciated the communication if she were still in-house. At the start of every client engagement, she also told each client that she would not just put them on her firm's mailing list to get a lot of random material. But she emphasized that when she did send them something, it would be because she considered it important and that she expected them to read and consider it. When the firm had client alerts or programs which were relevant to her clients, she sent them personal notes explaining how they might be impacted. Her clients often shared with her that they appreciated her respectful approach.

In your zeal to stay top of mind with clients and prospects, have you adopted strategies which show your clients and prospects that you are concerned about their individual needs and respectful of their time or are you communicating that they have simply become a cog in your firm's marketing machine?

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