



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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An August Day in the Life of a Rainmaker

As the end of summer looms, the pace of business development planning has picked up. There is additional pressure from the continuing layoffs this summer reported by highly profitable law firms. And more complexity from hybrid work schedules. It is especially harder to plan in person meetings with people squeezing in vacations and working from home. If you are ready to gently ramp up business development activities, it is a good time to consider ways to integrate business development into the fabric of your workday. Business development does not have to be a standalone activity. It can happen alongside many of your daily activities. Here are some ideas to consider:

Early morning. If you exercise, do you have clients or contacts who share your preferred mode of exercise whom you could meet for a morning walk, run, cycle or at the gym?

Reading the paper. As you read or listen to the news, are you focused on your clients, their competitors, or other companies of interest? Do you make a point of clipping relevant articles electronically and sharing them when you learn news of potential interest to clients?

The morning commute. If a client or colleague lives nearby, can you coordinate commutes occasionally? Would you take an earlier train for an opportunity for quality time with a person of interest?

Planning your day. When you map out priorities for the day, do you routinely take business development into account?

Phone calls with clients on existing matters. When planning calls, are you ready to ask about their families and recent developments in their businesses so you can ask questions that might lead to new work?

Coffee break or lunch in the office. On days in the office, do you ask a colleague to join you for coffee or lunch and ask about which of their clients is experiencing problems that relate to your expertise or find out more about them so you can describe them effectively to your own clients?

Firm meetings. At live or virtual practice group meetings, do you offer to report on a recent success? Do you follow up on business development initiatives with colleagues? Do you listen for information from other lawyers that you can share with clients, including offers of relevant introductions?

When you are tied up or out of the office. Do you make contingency plans for critical clients or situations and let your clients know that you have made such arrangements?

As summer wanes, are you willing to use the more relaxed time that remains to build some habits that will make business development more routine and less stressful in the Fall? Enjoy the rest of the summer!

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