



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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**Getting Marketing Support.** Do you sometimes feel like other people in the firm are getting a lot more support than you are for their marketing activities? Your marketing professionals are up to their ears in projects -- for other people. You see incredible profiles in major press venues about other lawyers -- in your own firm and other firms. Do you wonder whether there is favoritism going on that is not working in your favor? You may be right that other people are getting preferential treatment but often lawyers do not take advantage of the resources that are readily available to them. Being able to ask for help inside your firm is as important as being able to ask for the business outside your firm.

**Example:** You recently met a senior executive at a major company which is not a client of your firm and have targeted his company as a great prospect. Normally, you would keep your interest to yourself at this stage. Are you willing to state your intention to pursue this company and invite help from other people in your firm in a timely way? You want the following basic information:

- Research about the company and its industry
- Members of the law department
- Current law firms who service the company
- The prospect's major recent litigation and transactions
- Other lawyers in your firm who have contacts at the company or have pursued business from the company and the status of their efforts
- Information about other companies your firm represents in the same industry.

Consider which of these resources is available to you to help you get information and develop a strategy:

- The marketing department
- Library services
- Courthouse services
- Other lawyers in relevant practice and industry groups
- Your own administrative assistant

If you get in the habit of sharing your major targets with other people in your firm, they will know where you are heading and may help you get there, or avoid wasting time on unrealistic goals. Are you willing to get organized and be more open so you can tap the resources that are available to you?

This newsletter is dedicated to Carole Kanter, my fabulous assistant for over 20 years who is retiring this month and who taught me the joy of having another very dedicated pair of eyes and ears on my marketing team.