



# 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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**Increase Your Odds of Being Top of Mind.** When trouble or opportunity hits your client, you want to be the lawyer who gets the call. How do you increase your odds of being top of mind? One way is to know when important things happen to your clients and to act on your knowledge. Reading the business press daily, with attention to your clients, is basic. You can also set up alerts through Google or the Wall Street Journal, or your firms' subscription market research services, to insure you get a daily report on important clients. There are courthouse news services, too, which tell you when your clients have been sued, often before they have even been served. If you are too busy, ask your assistant or marketing professionals to set up your systems. Once you have the information, you have to act on it promptly.

**Example:** You read that your client's top competitor has just opened its first manufacturing facility in China. You email the article to the client with a note that says: "Based on our recent conversation, I thought this would interest you. How does this affect your own plans?" If the client calls the next day to meet with the lawyers in your firm who specialize in doing business in China, that is a home run. What else have you achieved? Your client knows you are paying attention to them and you have increased the odds you will be considered on this or another matter.

Are you already in the habit of reading the business press to pick up the implications for your clients? When you identify pertinent information, are you dropping the ball by not following up with your client?