



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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Welcome to the Monday Monday Newsletters. Happy New Year and welcome to **Monday Monday**, a note I will be sending on select Monday mornings beginning on January 8, 2007 to clients and friends.

It seems fitting to use the New Year to begin a series aimed at helping people reinforce - and sometimes create - the habits of successful career building. This is the time of year so many of us reflect on the past and plan for the future. Do you know that by one week after New Year's Day most people have already given up on their resolutions? I hope that **Monday Monday** will help you stay on track.

As a business development strategist, trainer and coach, I am often struck by the gap between what people know and what they do. People know they have to generate business to survive in law firms, for example, but don't always know how to incorporate simple habits that help them reach their goal.

Monday Monday will cover many of the simple tools which work career wonders when they become habitual.

If one of your goals this New Year is to keep your inbox uncluttered and you choose to unsubscribe to **Monday Monday**, I won't be offended. Just reply to this email with "unsubscribe" in the subject line.

Please feel free to send me your comments, too. They will all be treated in confidence unless you give me permission otherwise.

The Importance of Good Marketing Habits. You want to do more marketing. Everyone is telling you to do more marketing. But you can't add one more thing to your plate. Don't. Integrate your marketing into your existing work and life. Look for ways to use your existing commitments for marketing purposes.

Example: One client, Mark, invites three people to his vacation home in Florida each year for Super Bowl Weekend, to play golf and watch the game. He always includes a client or two. Guess what goes on between golf and football? How many events in the next 30 days can you take advantage of for marketing purposes?

Are you ready to be more proactive with the necessary tools to track clients and their industries? When you learn about events which may have legal implications, are you willing to take the initiative to contact your clients even if some of the time you will be too late to the party?