



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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**Benefitting from Professional Associations.** Do you have any reason to be involved in professional associations at this stage of your career? You already have a reasonable client base, a good pipeline of prospects, and limited bandwidth for new business development. You give priority to marketing directly to clients and prospects. No one would dispute that meeting with a promising prospect trumps another rubber chicken meal at the local bar association. But before you abandon bar groups because of a lack of direct client contact, consider whether they provide a platform for speaking and writing opportunities which signal peer recognition of your expertise in your specialty. Prospective clients often check with lawyers they know about the reputation of a lawyer they are considering. It helps if the consulted lawyers can confirm your prominence as well as your skill. You can also take direct action with clients to boost your credibility by keeping them informed about your prominent speaking or writing engagements.

**Example.** A senior partner in your firm has nominated you, at your request, to be on the executive committee or program committee of a prestigious professional association. You have proposed interesting programming for the group in your area of expertise and have the opportunity to moderate or speak in a prominent forum on the topic. You have notified your marketing department to list it on the firm's website and to alert the press if it is newsworthy. At that point, instead of trusting to luck that the information will trickle down to lawyers and clients whom you want to influence, you can insure that the right people hear about it by:

- inviting them or their colleagues to attend as guests
- inviting them to participate in the program if feasible
- asking for their guidance on your presentation

Do you have a speaking engagement on the horizon that would allow you to combine reputation building with direct marketing to clients and contacts? If not, should your marketing strategy include a plan for securing some high value speaking engagements that you can capitalize on?