



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.*

Volume 2, Issue 15

July 28, 2008

**A Day in the Life of a Rainmaker.** *Summertime and the livin is easy.* NOT. Are you letting your business development goals go by the wayside this summer because you are otherwise crunched and no one is pressing you--short term-- on the business development front? Now is a good time to commit to a minimum level of activity and to consider more ways to integrate business development into the fabric of your workday. Consider what activities you could leverage for business development purposes. The key behavior is focus and the key strategy is leveraging.

**Early morning.** If you exercise, do you have clients who share your interests whom you could meet for a morning run or at the gym?

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

**The morning commute.** If a client or prospect lives in your area, do you try to hook up occasionally? If you are driving alone, do you take time to make a list of clients and their numbers to call just to say hello? [Since you can't take notes, avoid serious subjects.]

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

**Telephone calls with clients on existing matters.** When planning calls to clients, do you look up their spouses/children in your database so you can ask about them; check their websites for new developments and think through questions that might lead to discussion of new legal work?

**Coffee break or lunch in the office.** When you get coffee or grab lunch in the firm lunchroom, do you ask an interesting colleague to join you and ask about which of their clients is experiencing problems that relate to your area of expertise or find out about them so you can describe them effectively to your own clients?

**Firm meetings.** At practice group meetings, do you offer to report on a recent success? Do you use the occasions to follow up on business development initiatives with colleagues? Do you listen for information from other lawyers that you can share with clients?

**When you are tied up or leave early.** Do you instruct your assistant how to reach you for critical clients or situations and insure that your client knows that you have made such arrangements?

Instead of waiting until you have more time and less pressure, are you willing to do the planning necessary to integrate business development more routinely into the fabric of your workday? *The fish are jumpin.....Ready to reel some in?*