

Connect and Grow Rich

In 1937 Napoleon Hill wrote “Think and Grow Rich”, which is one of the top selling success books of all time. The essence of the book, which was inspired by Andrew Carnegie and the result of more than twenty years of research based on Hill's close association with a large number of individuals who achieved great wealth, was that there is a “formula” which leads to financial success.

Success leaves clues and is brought about by your beliefs, habits and how you “think”. Hill theory was...if you want to achieve success faster, easier and with fewer struggles, it makes sense to emulate successful people who have already done it.

This article is based the premise that in order to achieve outstanding legal career success, you have to connect to:

1. What it is you truly want out of your career and who you want to serve;
2. The correct processes and tactics to create an easy “system” to obtain and retain profitable clients; and
3. The right people who can help you.

Let me explain.

A. What Do You Really Want and Whom Do You Want to Serve?

No matter what legal field you're in, the pain and frustration of doing something you don't enjoy can cause a host of problems. Stress-related illnesses, sleeplessness, alcohol or drug abuse, or *death by boredom* are common ailments, as job hell becomes a total waste of your precious time. You know the feeling: getting out of bed Monday morning is a struggle, followed by long, bleak days where you come home exhausted, robbed of all the positive and creative energy that makes life worthwhile.

What's more, the problem of being stuck in a lousy job or career is compounded for lawyers by the feeling that “we are what we do.” If you hate what you do, your self-worth is likely to take a serious hit. And as much as we might want to quit, most of us can't leave our jobs. We have financial obligations and people counting on us. So, we feel stuck and trapped. Unable to make decisions that we know are in our best interest.

Creating the career you really want is all about making choices. In other words, what do you want to do with your legal career; where do you want to do it; and what do you want your professional life to look?

The following questions explores what inspires and motivates you, what are your key values, what activities you love to do, what environment you want to do them in, and what you want your professional life to stand for. To get at your “core”, answer these questions:

1. What would your best day look like?
2. What do you like doing so much that it recharges your batteries even when you're too tired to do anything else?
3. What are you really good at?
4. What are some things you absolutely MUST have in your work life?
5. If you could make one contribution or impact to the world, what would it be?
6. What group or cause do you really care about?

B. Connecting to a “Client Development & Retention System”

Nothing happens until the client hires you. As you start to create a system to get and keep clients, keep in mind that you are developing a strategy that communicates your value proposition to the right people. It should fit your personality, not take a lot of time or cost a lot of money, and be measurable and highly effective.

Ultimately, marketing your legal services comes down to *just three things*:

1. Every day do a little bit of client development;
2. Every day exceed your client’s expectations through a “memorable experience”; and
3. Every day, follow up and follow-up some more!

The marketing imperative is to consistently stay in front of the right people with the objective to get them into your list, contact management database or Rolodex. This will create a “funnel” of future clients and referral sources. Having pertinent client information in your database coupled with a systematic plan for visibility, solutions and follow up, will assure that you’ll be the go to person when they do require a lawyer or need advice.

The “system” you implement should represent a “ladder” or “drip” multi-contact approach which is designed to give your prospects a taste of what you have to offer and what it’s like to work with you. It will inevitably show them how much you care about the issues that are important to them, and that you are consistent, credible and committed to their success. When they need a lawyer, advice or referral, you’ll be fresh in their mind as someone who has always been there for them.

C. Connecting to People Who Can Help You

In *Never Eat Alone*, author Keith Ferrazzi wrote, "I've come to believe that connecting is one of the most important business—and life—skill sets that you'll ever learn. Why? Because flat out, people do business with people they know and like." Dale Carnegie, the father of human relationship training, in *How to Win Friends and Influence People* said that financial success is due to 15% of one's technical knowledge and 85% to skill in human relationship management. Nothing in this world gets done without someone's help.

You'll need to target influential people that can help you and that have contacts to others that need your services. Ask yourself:

1. Who is part of, and connected to, my target?
2. Where do these people network?
3. What organizations do they belong to and what magazines, periodicals, and papers do they read?
4. What are their problems and how do I offer solutions?
5. Who sells services or products to the same people in my target market?
6. What competitors or other providers could I join forces with whereby both parties win?

The answers to these questions should pinpoint where you are going 90% of your time. Know your target's "hot buttons" and help them solve them even before you become their attorney. This strategy will set you miles apart from your competition. By finding out what your target wants and giving it to them, you'll be adding real value to the right people so that those who will advance your cause will be moved to reciprocate in some fashion.

By connecting to what you really want; a workable system for business development and client retention; and to the right people who can advance your cause; your career and financial success will dramatically accelerate today and in the future.

Cole Silver is a lawyer and certified marketing consultant. His *Expert Audio Series* and book, **"How to Create Wealth and Freedom in your Law Practice", 101 Powerful Client Development & Retention Strategies for Attorneys** can be ordered by going to <http://www.findcareersuccess.com>. Cole is available for speaking engagements and consulting and can be reached by calling 609-306-8098 or by e-mail at cbsilver@yahoo.com.