LAVELLE LAW

Integrity | Value | Results

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Networking and Growing your Book of Business

What's a "book of business"?

- List of clients
  - Past, present, future, portable
  - List of triumphs/successes
  - Valuable
  - Represents profit and future "rainmaking"

How to start a Book of Business?

- Make sure those around you know what you do
  - Family, friends, acquaintances, those you network with
  - Business cards
  - Social media

- Follow basic principles of professionalism
  - Punctuality
  - Preparedness
  - Polished
  - Provide excellent services

Why have a Book of Business?

- Provides value to your firm
- Offers you autonomy to change firms, open your own
- Allows you independence to select the work that you do
- Helps you develop a niche within your area of practice

How to grow a Book of Business?

- NETWORKING
  - Regular events
  - Membership in networking groups
    - Define target audience
  - One-to-Ones
    - Establish relationship
    - Follow up
    - Stay in regular touch
    - Build relationships – focus on how you can help others, not what they can do for you
      - Your network provides value to your clients with trusted referrals

Choose your networking wisely

- Selecting a group
  - Reputation
  - Location
  - Requirements
  - Timing
  - Members
  - Ability to commit

Know your Pitch

- Practice an “elevator speech”
  - How to introduce yourself, explain your business, and identify good clients or introductions for you in 60 seconds
  - Have this ready to go until it becomes second nature in networking settings
  - Never forget to ask others about themselves and how you can help them

Mentorship in networking

- Look for mentorship in excellent networkers
  - Can find them in your office, in your networking group, in friends or family
  - Sit on their meetings, have them sit in on yours
  - Set up one-to-one to discuss strategy
  - Focus on how you can help them in return
  - Help with accountability
    - Regular check-ins
    - Review of plans, past success, fine tuning for the future

Organizing your networking

- Keep list of those you network with
  - Name, industry, area served, referral partners, centers of influence
    - Work to help them!
    - Stay in touch
    - Take note of commonalities
    - Make introductions
    - Pass referrals

Sneaky networking

- Social clubs and events
- Pro bono/community service opportunities
- Boards/steering committees
  - Take on a leadership position

How to grow a Book of Business?

- Identify referral partners and centers of influence
  - Review past referral sources
  - Determine from current network who works with potential clients
  - Take stock of who in your network is also a rainmaker in their industry
- Cross-market
  - Fantastic opportunity for firms who practice more than one area of law

How to grow your Book of Business?

- BUILD YOUR BRAND
  - Speaking engagements
  - Board positions
  - Pro bono/community services
  - Articles
  - podcasts

How to grow your Book of Business?

- Marketing
  - Online presence
    - Facebook, LinkedIn, Twitter, blog, podcast, firm website
  - Mailers
  - Interviews/classes
  - Speaking engagements

How to grow your Book of Business?

- Set goals regularly
- Take stock of the past month, quarter
  - Determine what is working or not

Maintaining the Book of Business

- Keep in touch – with clients and network alike
  - Constant Contact
  - Newsletters
  - Articles
  - Email check-ins
  - Holiday cards/gifts
  - Reviews
  - Referrals





Questions?

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Thank You

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