

Saturday, July 18, 11:00 a.m.

1 NLCLE hour

PRACTICE POINTERS FOR YOUNG LAWYERS **(Generating Business During a Bad Economy)**

AGENDA

1. “Surviving and Thriving in a Bad Economy”
Sean Reyes, Shareholder, Parsons Behle & Latimer
2. “Making yourself Indispensable as an Associate in a Large Law Firm”
Jonathan Pappasideris, Associate, Ray Quinney & Nebeker P.C.
3. “Generating Business as a Solo/Small Firm Practitioner”
Karthik Nadesan, Founding Partner, Nadesan Beck P.C.

SUCCESSFUL CLIENT DEVELOPMENT

*“The most effective marketing tools are the handshake,
the unexpected, non-billable act of kindness,
the follow up phone call and the personal note.”*

1. **General Rules.**
 - a. *Cultivate Relationships.* It is all about relationships. Who you know and what they think about you. Clients hire attorneys they know.
 - i. Keep in touch with all your friends from law school. They will be General Counsel and decision makers some day.
 - ii. Meet and interact with as many people as possible to expand your sphere of influence.
 - b. *Be a Good Conversationalist and Listener.* Ask others about themselves, their interests and listen. The best rainmakers are often the best listeners – not the best talkers.

c. *It Is All An Attitude.* Anyone can develop good client marketing skills. At the end of the day, it helps to be a good lawyer and you (or your partners) have to be able to deliver quality legal services, but assuming that is in place, there are potential clients you pass by every day (many of them dissatisfied with their current counsel). I often ask people who are decision makers if they are satisfied with their counsel. Often, the answer is “no.” Or, yes with certain areas (transactions) but not as to others (litigation). That is music to my ears. Anyway, you just need to be constantly thinking about sharing the tremendous legal services you can provide with whomever you meet and view them as a potential client. And not in a high pressure sort of manner but in a subtle and professional way.

2. **Remembrances.**

- a. *Be Visible.* Out of sight, out of mind.
- b. *Send Personal Notes.* How does it make you feel when someone notices? Personalized note cards? Short e-mail note.
- c. *Send News Clippings/Articles of Interest.*
- d. *Holiday Cards.* Should be personalized.
- e. *Consider Gifts.* Have your assistant or secretary or spouse help you pick them if you are poor at shopping.

3. **Contacts.**

- a. *Keep Updated Contacts List.* And give your secretary access.
 - i. Develop your own level of contacts. The General Counsel was once an associate.
 - ii. They may change employers, but will remember their friends.

4. **Develop Your Own Style.**

- a. *Learn from the Best.* You can learn a lot by talking to those rainmakers in your firm or in the community about what makes them so successful.
- b. *Then Make It Your Own.* Don't feel like you have to do it the same way as anyone else. Try to discover what works for you.

5. **Where Do I Find New Clients?**

Most young associates are not expected to have their own clients or be able to sustain themselves by generating work from their clients. However, it is never too young

to start. Keep in mind that often your most important client is the partner for whom you are working. As for finding work outside the firm:

a. Old Friends. Keep in touch with meaningful correspondence. When traveling, take a moment to see if any friends are in areas you can visit.

b. Current Clients. Aside from potentially providing you more work within their own company, they are often your best source for referring work to you/your firm.

i. Invite clients to be your guest.

ii. Lunch is easy, breakfast, dinner with spouses.

iii. Events such as plays or sporting events.

iv. Invite them to join you at a public event.

v. Become indispensable to the client. Be their “go to” person when it comes to legal issues.

vi. Educate them on all that your firm has to offer.

vii. Be aware of business trends that could expand your current representation.

c. Speaking Opportunities/Especially Out-of-State. This is one of the most effective tools for gaining exposure. Work rarely comes immediately.

d. Business/Networking Events. Just want an introduction and a commitment you could follow-up for a more meaningful lunch or other meeting.

e. Bar/Community Service. Again, often not a lot of direct work in bar service. Depending on which community organization, it can have great potential. Do something you love rather than just something you think is strategic. If it can be both, all the better.

f. Church/Neighborhood. Don't underestimate the good opportunities that will come from very close to home. These people already trust you so when they have a problem, they are comfortable calling you (assuming they know what you do).

g. Develop an Expertise. This is one of the most powerful principles for attracting clients, especially if you are the only one on your firm. Soon, everything related to “workers compensation” or “ERISA” will be coming your way.

h. Talk to Everyone You Know. Take every opportunity to let people know what you (and your partners) do. Most people have a very limited understanding

about what law is all about. Create a sound bite version of “what you do/who you are” for those times you only have a few seconds to chat (e.g., elevator rides, train rides, etc.).

i. Maximizing Your Finding Efforts. Where should I spend my time? Prioritize. Some sources more effective than others.

6. **How Do New Clients Find Me?**

a. Website. Update your web bio. This is perhaps what people will see most often when making an initial decision about where to look for legal work. Be specific and general about your expertise to capture the widest interest from potential clients.

b. Directories. These offer less exposure and often have less information but can be helpful if you are the only attorney listed from Utah or Carbon County or in Ferret-bite cases.

c. Articles. This may be the method that potential clients give the most credence too when they are looking for an “expert” on a particular subject. Seek out opportunities to publish on a particular legal issue, especially after you have just researched all the cutting edge cases in that area for a 50 page memorandum.

d. Speaking. Along with article writing, people tend to believe speakers are experts on the subjects on which they are presenting. Expert or not, it is not hard for you to get gigs speaking with national seminar companies or for the bar or other law-related entities.