

Legal Business Development: TIME

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TIME... where to find it.

I don't know a single attorney that doesn't tell me they don't have time, to one degree or another. Some use it as an excuse as to why they are not developing business, others say it because they feel it... **but do what they need to do in spite of it.**

The other day I read a blog post by [Seth Godin](#) that I have to share with you. It was short and sweet...

[Time for a workflow audit](#)

"Go find a geek. Someone who understands gmail, Outlook, Excel and other basic tools. Pay her to sit next to you for an hour and watch you work. Then say 'tell me five ways I could save an hour a day.' Whatever you need to pay for this service, it will pay for itself in a week."

BRILLIANT... isn't it? We all struggle with processes that we are not proficient at and waste time... so spend the hour that Seth suggests and become EFFICIENT. **I am!**

I have several small firm clients that do their own bookkeeping. They are smart and figured it out... but they are not EXPERTS. Spending time on the books takes them from legal work and business development, which are two very lucrative tasks. Hire a bookkeeper (and make sure they have experience with law firms). It will be more cost effective and they will be able to help you manage your firm by the numbers... and believe me, they will pay for themselves in short order.

Take a look around... there may be other things you could outsource... which would **save you time and money.**



Paula Black is a legal branding expert, author, consultant and coach. She has advised individual lawyers and law firms around the globe on everything from powerful and innovative design to marketing strategy and business development. She is the award-winning author of "The Little Black Book on Law Firm Branding & Positioning," "The Little Black Book on Law Firm Marketing and Business Development," and the Amazon-bestselling "The Little Black Book: A Lawyer's Guide To Creating A Marketing Habit in 21 Days."

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