

Legal Business Development: What are you committed to?

September 8, 2011 by [Paula Black](#)

I'm working with a firm who is using blogs to help their lawyers increase their credibility and visibility. I started exploring the idea with one of the lawyers and the first thing she said was, "Oh... I don't have time to blog."

I said to her, "First of all anyone who knows me, knows that I don't buy... I don't have time. What you are really saying is I am not committed to *that* at this time."

I reminded her that when we first met we talked about the practice area she was passionate about and her face lit-up and she became animated. So my first question was... "Are you committed to this practice area that seems to be your passion?" Her answer was a resounding "YES!" So, I asked "IF it is your passion and you are committed to it... why wouldn't you WANT to talk about it... all the time." Her response was, "Of course I would want to talk about it". I pointed out " Then, simply posting that conversation to your blog would be a piece of cake, wouldn't it?" She got the point.

What are you committed to? The practice area you are passionate about... the desire to find business in that area so that you can do what you LOVE?

OR... Are you committed to having no time and doing work you don't particularly like?

A blog can build your credibility and visibility in a practice area you LOVE. It is a tool that can help you get what you want. It cannot... I repeat cannot be just another business development chore that you add to your "To Do" list.

If you are passionate about the topic of your blog... the 200 - 500 words needed for a blog post will come easily. I recommend that you:

- 1. Write several posts at one sitting.** Pick a theme and it will flow easily.
- 2. "Chunk it out"...** If a post gets longer than 500 words or so... break it into smaller posts and spread it over a week or two. But, make sure each post can stand-alone.
- 3. Set a time limit...** and stick to it! I give myself 1.5 hours to write 2-3 posts, and when I have 15 minutes left on the clock, I put the finishing touches on the posts and call it DONE. If I don't the perfectionist in me will massage and edit until next Christmas. Don't let perfection get in the way of progress! For lawyers I know that isn't easy.

How do you find topics to write about? Listen... to yourself! Yes, listen to the things you tell clients and colleagues. Chances are if this person is interested in what you have to say there will be others. **Blogging can be fun if you blog about your passion.**

In Black & White

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