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**Paula Black** has advised law firms around the globe on everything from powerful and innovative design to marketing strategy and business growth. She is an award-winning Amazon-bestselling author and the force behind **In Black & White** (inblackandwhiteblog.com), a blog dedicated to clear, straightforward advice and open discussion of legal marketing issues. For more information on Paula Black, her books and her company please visit [paulablacklegalmarketing.com](http://paulablacklegalmarketing.com).

## How To Make Time For Legal Marketing and Business Development

One of the chief complaints I receive from the attorneys that I meet and work with is that they just don't have time for legal marketing. While billable hours, day-to-day emergencies and time outside the office all add up, there are definite ways to go about making time for legal marketing and business development. The key is to think of it as an ongoing habit, not something to "make time for." Rather than seeing marketing and business development as a burden, think of it as an integral part of your day-to-day life. The interesting thing about creating this kind of habit is that once you find the right system for your individual lifestyle it should simply become second nature.

The benefits to making time are numerous. Aside from building relationships with potential clients and referral sources, taking advantage of marketing and business development opportunities can help increase your visibility AND credibility in the legal arena and beyond. Writing articles and participating in social media help you create and build a personal brand—something that every lawyer should have. True dedication and time commitment can even bring you recognition as an expert in your chosen practice area or within a specific industry,

Below are a few suggestions and lessons from attorneys I've worked with, as well as my own observations and experience. Choose the path that make sense for you or adapt the suggestions to work within your own day, but give it a chance. The rewards you will reap are far greater than a 5-minute time commitment.

**Multi-task.** No one I know comes into the office and immediately gets to work. One

solution to the time crunch is to fold your marketing and business development efforts into your morning routine. As you sit down to your desk with your morning coffee or tea (or breakfast...) browse through your contacts or referral lists and send a few emails; read a legal marketing blog; update your social media or even spend 10 minutes working on a potential article or speech. By 9 am you'll have accomplished something solid and can focus the rest of your day on other endeavors. Alternately, you can do the same thing during a quick lunch at your desk or coffee break. You'd be surprised how far 10 minutes can go.

**Save it up.** One attorney I know has created a special folder in her email Inbox specifically for legal marketing emails. As the weekly or daily updates from the blogs and social media groups she subscribes to come in she simply directs them to the folder. Then, once a week she takes an hour out of her day to read through the week's emails and respond to them accordingly. She's able to keep up to date on legal marketing news and colleague updates, post articles and communicate about possible speaking engagements without disrupting the flow of her day.

**End your day.** A colleague of mine channels his efforts into work all day but integrates marketing into his nighttime routine. With the stresses of the day (and impending deadlines, phone calls and emails) over, he sets aside 15-20 minutes a night before bed to investigate marketing leads, send emails to potential referral sources and work on articles and social media.

**Schedule it in... for the first month.** If all else fails, treat legal marketing as a literal client. Put it on your schedule and make no excuses for not paying attention to it, just as you would a client. Whether it's once a week or biweekly, set aside specific time for uninterrupted focus. After the first month I can guarantee that finding time for business development will feel effortless.

Simple in theory but never easy in practice, without a true commitment you can never reap the rewards of a solid marketing habit. Filling your pipeline with work, receiving recognition as an expert and gaining credibility and visibility won't happen all at once, but you can be sure they will happen. Just as with any other endeavor, it takes focus and time to see results.