

Legal Business Development: Do You Need An Attitude Adjustment?

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What are the images you carry around in your head? What are the words you tell yourself and others? Are they going to take you where you want to go?

Are they something like...

I'm too busy... or I WILL make time?

I'll never complete this by the deadline... or somehow somehow I WILL get this done?

I think they need me... or I KNOW they need me?

I can't write that article... or I WILL write that article?

It's going to take me forever to do this... or I have two hours, I CAN do this?

This isn't ever going to happen... or I WILL make this happen?

I don't know what I want... or I KNOW what I want?

What is your mindset? Confidence in what you think and tell yourself and others breeds trust in your abilities. Believe it! It's all about commitment. **So what are YOU committed to? Success and a life that works... or chaos and never quite getting there? You have a choice.**

Black Pearl: Need a little boost? Here is an interesting article and video on [building self confidence](#) by [James Manktelow](#) and Amy Carlson.



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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