



Marketing, Managing and Growing a Profitable Law Firm

Do Nothing In Half Measures

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How are half measures affecting the results you get in your law practice and your life?

[Chris Brogan](#) said something today during an online conversation that smacked me in the head. "Do nothing in half measures," was his response to a question posed.

An excellent point, but it made me think about the impact of half measures on our professional and professional lives.

We frequently do things in half measures, accepting that it's good enough when in reality we're just being sloppy. We scan a document rather than ripping it apart to check for inconsistencies. We have a meeting and spend half the time thinking about some upcoming deadline. Half present, half somewhere else.

I see lawyers doing it all the time. We sit down to review a bankruptcy petition without the intake file and documents in front of us. We appear in court on a motion without having reviewed the file. We meet with a client before checking to see what's gone on before.

What do we get as a result? We look stupid, unprepared, and incompetent. Our clients view us as lesser lawyers, and the judges make a mental note to keep us on a short leash in the future.

Our legal marketing efforts are similarly haphazard. We launch an online outpost without knowing a thing about how to get found online, how to speak with our audience - in fact, we don't even know who our audience is - or the type of value we want to provide to them.

We have no idea whether the tool being used provides any value to our practice. We don't bother to ask if it's right to be there in the first place. So when the results are "less-than-stellar" (read: they

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suck) we get frustrated and feel like we've been had.

The judge denies the motion and reprimands us in open court, so we don't bring those types of motions anymore.

Our blog doesn't bring us scads of business overnight so we let it die.

Twitter doesn't turn into a money-making fountain the day we sign up for the service, so we leave.

When shown the success others have experienced, we mock them or tell ourselves that they're somehow special.

That's just not true. There's no magic involved in success. It simply involves NOT doing things in half measures.

We're distracted by the passage of time. We want to get something done RIGHT NOW because ... well, just because. We want to get it ALL done this very moment, and taking a breather just isn't in the cards.

Rather than learning WHY, we learn HOW. We get a tool and begin to use it. When it malfunctions we don't know why, or how to fix it. Instead, we get pissed off.

Imagine what would happen if we spent the time needed to get a real understanding of why we're doing something. Figure out not only HOW, but WHY something does what it does. What would our world look like? Would we make mistakes, experience frustration, and fail as often?

Probably. But we'd know the risks going in, wouldn't we? We'd make better mistakes, ones that are informed rather than the result of impatience or distraction. And when we screwed up we wouldn't look so dumb - we'd just be inexperienced.

So here's my challenge to you, my friends. The next time you're doing something - at work or in your personal life - ask yourself a simple yet daunting question. "Why am I doing this, and what's the end result I'm looking for?" The answer may force you to do some added work, but it's more likely that your efforts will be rewarded. Either you'll be successful or realize quickly that you shouldn't be doing it at all.

What would happen if you stopped doing things in half measures?

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