



Week of **November 24, 2009**

What It Takes to Be Recognized

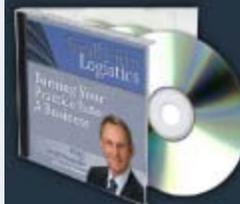
Recently, we at LawBiz received a marketing honor that also teaches a marketing lesson. In October Edward Poll & Associates was selected for the 2009 Best of Venice Award in the Business Management Consultants category by the U.S. Commerce Association (USCA). The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country, those that have achieved exceptional marketing success in their local community and business category. The award focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the USCA and data provided by businesses and organizations in the various local markets.

[\(Click here to read the full press release.\)](#)

This was gratifying recognition for our company, but as with most such selections it was not just a matter of chance. For years I have been active in the local Venice and the broader Los Angeles area legal and business communities. I suspect that some of you reading this have run across me at our Managing Partner Forums for regional law firms, or in functions and writing for the Los Angeles ALA chapter, or at Greater Los Angeles Chapter events of the National Speakers Association, or any number of other activities in the community.

For any business, and especially from the smaller firm's perspective, the number of contacts that you make, the number of people you talk to, will have the biggest name impact recognition. This goes beyond the issues of branding or marketing. Getting "out into the public eye" can do more than advertising alone for firm name recognition. Writing articles and attending lunch or bar association functions markets you in a personal way that a web site never can.

The key to business development success is building relationships with potential clients. Relationship development is a marathon, not a sprint, and it starts



(3 CD Set)

Small Firm Logistics: Turning Your Practice into a Business

In this three disc set, law firm management expert Ed Poll presents selections from some of his most popular presentations that provide you with insightful strategies and the tactics you need to turn your practice around, earn the living you deserve, and find satisfaction and fulfillment in the career that you've worked so hard to build for yourself.

Ed believes that lawyers need to learn to think more like entrepreneurs and act more like business managers—two skills not taught in law school.

In the opening segment, Ed discusses the importance of a written business plan and shares with you how lawyers should approach this task so that you realize the benefits without doing more work than you need to. Smooth client relations and stellar client service are the focus of the second segment, so that the engagement is productive and mutually profitable. Ed tackles financial management in the final segment. He will help you sort out cash flow management, revenue, and overhead in the way that a small firm needs in order to understand these challenging aspects of managing a practice.

with getting into the public eye. There are many ways to do this: for example, by attending lunch or bar association functions, or by doing blog posts and articles that lead to speaking engagements. In all of this, be sure to keep the visibility purpose foremost and avoid getting lost in the message. There is no one tactic that will cover the waterfront of opportunities to communicate with your marketplace. It becomes a question of each service provider's creativity and time availability.

Social networking Internet sites are becoming part of lawyers' marketing efforts, but personal contact at meetings, on the phone and through hand-written notes will remain effective outreach tools. Personal contact is the differentiating factor that gets a lawyer noticed. And differentiation is often the way to get attention. Getting attention is a cornerstone of marketing. And marketing is the basis of educating your public that you exist and that you can assist them.

Personal Commentary

The holiday period is beginning... it feels as though the world is slowing down already. Perhaps it's my own perspective (or wish). I will prepare the "bird" today, marinating it for several days for a fine meal on Thursday. Looking forward to gathering with the family, though some are traveling to the hinterlands around the country. I will miss them.

In the meantime, I am preparing for a new beginning in 2010... and exciting new offerings for my community. Stay tuned for further announcements... and join [LawBiz® Forum](#) to engage with lawyers around the country facing challenges similar to yours.

Did you know that the "Organization Man" is dead? More sole proprietors and small firms exist today than ever before... and this phenomenon is growing!

Best wishes,

Ed Poll

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What Readers Are Saying...

Keynote speech is the "highlight" of Bar Association training seminar

"Ed's presentation, in my opinion, was the highlight of this series of speakers. I found the information which was presented to be tremendously valuable. Further, it was presented in a format which was both usable and interesting. Since Ed's presentation, I have had an opportunity to speak with several others who were in attendance and it is clear from them that he made our event successful."

-David R. Hagen, San Fernando Valley Bar Association

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