

Identify Your Business Development STRENGTHS

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Play Up Your Strengths and Engage in Activities that ENERGIZE You!



How well do you know yourself?

The question sounds simple but, in fact, many of us don't know the answer at all.

Get to "**know thyself**" by learning how to articulate your strengths.

Learning what makes you tick - especially when it comes to your practice - could be just what you need to jump start a successful **business development strategy**.

Here are **five ways to identify your business development strengths**.

1. Day-to-day activities.

What types of business development activities are you happy doing - and good at?

Taking clients to lunch? Networking? Speaking engagements? Pitching proposals to a client?

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Any of these could be one of your **NATURAL STRENGTHS**.

2. Aspects of your practice.

Articulate your strengths by looking at different aspects of your practice like experiences, talents, or achievements.

Do you have a niche practice? Perhaps you have **developed an expertise** in that field or industry.

How strong are your personal relationships with clients? Are they loyal? Have they referred any new business?

Are you regarded in the legal community and well-respected by your peers? Perhaps you're known for being a **team player**.

3. Reputation.

Are you the go-to person for certain types of matters - particularly in your niche? What kinds of leadership positions have you held?

4. Marketing.

How good is your ability to market? Is your system of contacts organized? More importantly, do you make time for marketing? How persistent are you?

5. Personal attributes.

Now, think about who YOU are. Are you not afraid to ask for help when you need it? Are you outgoing? A good listener? Great at making conversation?

Ask yourself all of these questions and then ask - **how can you leverage these strengths to make you more effective at business development?**

Create a list so that you can see EVERYTHING you have going for you. Then, start playing to your strengths.

Once you do, you'll find **business development** to be more efficient - and perhaps even fun.

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