



Five Lessons the Holidays Can Teach Us about Business Development and Personal Marketing



From the time we were young, we've been exposed to a host of stories with lovable characters that epitomize the spirit of the holiday season. Behind the catchy jingles and clever rhymes, however, are important messages for business development and marketing success throughout the year.

Stand Out Like Rudolph – Whether it's reindeer games or competition for clients, you need a glowing personal brand to differentiate yourself. So what exactly is a personal brand? It's the role, context, skills, and style for which you want to be known and valued on the path to becoming a trusted advisor. It's your promise to meet and exceed people's expectations, and on which others can rely to guide them through foggy legal issues!

You, Too, Can Be Cindy Lou Who – Prospective clients are often busy, stressed out, and can seem to have hearts two sizes too small, and like the Grinch, they may be jaded, with negative feelings about lawyers and outside counsel. Although you're probably older than young Ms. Lou Who (who was no more than two), you have the power to change those perceptions and make meaningful, personal connections – no thirty-nine-and-a-half foot pole required!

Frosty Wasn't Into Bling – In the same way that a corncob pipe, an old hat, and two lumps of coal can make magic, you can make a lasting impression year round through humble gestures and thoughtful acts. Handwritten notes, helpful and gratuitous advice, a small charitable contribution, etc., are unpretentious ways to support and show interest in your clients and others. By showing that you care, you can stay top of mind and avoid melting away from someone's memory.

There Were Three Wise Men, Not One – In many law firms, cross-selling is done poorly, if it's done at all, and many attorneys don't appreciate the value that the marketing department or an outside coach can offer. You may be the Gaspar who brings rainmaking gold to your practice, but you need a business development Balthazar and a marketing Melchior to spice up your client relationships and boost the bottom line. Find ways to collaborate with your colleagues as you follow your star!

Give Your Elves a Round of Applause – Most successful business development and marketing efforts are the result of dedicated, industrious, and creative folks who don't often enjoy the spotlight. To sustain a productive workshop all year long, offer colleagues praise for a job well done, give encouragement and support when performance needs improvement, and publicize individual contributions across your firm and to your clients as well. As you enjoy cookies, milk, and other recognition, be sure to share the love with the people that maintain your image and help you deliver on time.

**We wish you the happiest of holidays and
a peaceful, healthy, and profitable 2015!**