

## Relationship Building: Time Considerations

By Kimberly Alford Rice

*Kimberly Alford Rice is Principal of KLA Marketing Associates (www.klamarketing.net), a business development advisory firm focusing on legal services. As a legal marketing authority, Kimberly helps women lawyers develop practical business development and marketing strategies which lead directly to new clients and increased revenues. Additionally, Kimberly provides career management services to lawyers in transition. She may be reached at 609.458.0415 or via [email](#) and [Twitter](#).*



---

Attorneys are very busy people, often logging their time in six-minute increments. Where do they “find” the time to get and stay in touch with everyone AND have the much-needed downtime?

Just today, I explained to a junior partner client that if addressed productively, his contacts will soon be in his personal network circle. Think about it, we all have certain people with whom we enjoying sharing time. What if those special people could be the same people in your categorized contact lists? How cool would that be? Kill two birds with, well, you know.

For the successful senior attorneys among us, many of you have worked most of your professional careers to create this very scenario. But, it didn’t happen overnight. It took years, in some cases, one contact at a time. This brings me to my next point.

### Leverage Technology

In our global Internet age, it has **never** been easier to “get and stay in touch” with a broad base of contacts via the technology tools available (i.e. LinkedIn, Facebook, Twitter, blogging, etc.). Not a technophile? No sweat; there are “people” who make a career of helping clients “connect”. One such job title is “certified social media specialist”. These days, lawyers do not need to spend time (that they don’t have) writing articles, e-newsletters, blog posts, etc. but are well served to delegate this to other trained legal writers. The marketplace is full of highly qualified talent to assist with this task.

### Net-Net

In the growing competitive legal services arena, cultivating strong relationships is more important than ever before. As a successful lawyer and business owner, you must find a way to get and stay in touch with your desired audiences, targeted constituents, and those folks who ultimately can help you grow a healthy practice. It is most easily done by:

1. Committing to making it happen.
2. Gaining buy-in with your support resources (internal and/or external) so everyone is on the same page.
3. Developing a viable and workable system for gathering, categorizing, and maintaining contacts on an ongoing basis.
4. Scheduling dates/calendar regular communication with your contacts in addition to the other regular “touches”.
5. Repeat.