

## **Legal Business Development: Beyond Your Wildest Dreams!**

February 7, 2012 by [Paula Black](#)

### **Beyond your wildest dreams... First... you have to dare to dream!**

Sometimes there is a fine line between pain and pleasure... dreams and nightmares. We have all had that experience of not being sure. I have worked with many clients that I have coaxed out on to thin ice to find that they were quite safe being there... and now very comfortable staying there.

What are your dreams? I have asked many a lawyer that question and I get answers like... be a great lawyer. To me, that isn't a dream... that is reality... generally they are already a great lawyer. Could they be better? Of course.

What do you want in your life that is beyond your wildest dreams? Is it that BIG giant case? Is it to grow your practice to an unthinkable level? Is it to turn your sights on politics? Is it to leverage your legal knowledge into a business venture? Is it to use your compassion and knowledge of the law as a Judge? Is it to become the next [John Grisham](#)? All of this is possible if you dare to dream.

Sometimes when I'm working with a client I can see that there is something unspoken... lawyers resist. You are great at presenting all the evidence as to why your dream isn't a good idea. **I beg you... let go!**

[Seth Godin](#) has a great take on this...

"In search of a timid trapeze artist. Good luck with that, there aren't any.

If you hesitate when leaping from rope to another, you're not going to last very long.

And this is at the heart of what makes innovation work in organizations, why industries die, and how painful it is to try to maintain the status quo while also participating in a revolution.

Gather up as much speed as you can, find a path and let go. You can't get to the next rope if you're still holding on to this one."

Hesitation is the kiss of death. I'm sure all of you know a lawyer who has lost his or her passion. Don't let that be you. Go for it! **Explore the possibilities beyond your wildest dreams.**

# In Black & White

COMMON SENSE STRATEGIES FOR GROWING YOUR LEGAL PRACTICE



Paula Black is a legal branding expert, author, consultant and coach. She has advised individual lawyers and law firms around the globe on everything from powerful and innovative design to marketing strategy and business development. She is the award-winning author of "The Little Black Book on Law Firm Branding & Positioning," "The Little Black Book on Law Firm Marketing and Business Development," and the Amazon-bestselling "The Little Black Book: A Lawyer's Guide To Creating A Marketing Habit in 21 Days."

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