

Sluggish Growth in the Demand for Legal Services? Keep Working Your Plan.

Posted by Robin Hensley on February 8, 2011

Are reports of sluggish demand for legal services keeping you from working your plan? A recent article by Hildebrandt Baker Robbins and the Citi Private Bank Law Firm Group on the Law Marketing Portal reports that the outlook continues to be troubling. (You can read the complete article and download the full report [here](#).)

Contrary to these predictions, clients report that corporate and corporate M&A work is back up in medium and large firm environments—not to their former levels but, in their words, “very respectable levels.”

Those folks that have worked their marketing plan despite the current climate are seeing the results of their labors. They kept in touch with their clients and prospective clients when business was down. Now those clients and prospects are thinking of them first when they are ready to move their deals forward.

It can be discouraging to follow up over and over with no result but consistency and patience will benefit you if you do. Hopefully, we will see improvement in other areas of legal practice soon. In the meantime, don't give up. Instead, keep working your plan and be ready when the phone rings.

All the best,

Robin