

Business & Careers

Part 3 of 4

Make strategic choices to market your unique attributes effectively



Gary Mitchell
The Coach

If you're going to put the time and effort into raising your profile by contributing articles or speaking at events and conferen-

ces, you might as well be strategic about it. Do so where you know your message will reach the right people who need your services and who are in a position to hire you and/or your firm. If you are not in front of them specifically, you are wasting valuable time.

A good habit to get into is when you don't know something—ask. In fact, if you ask your clients, prospects, and peers the right questions, they will tell you everything you need to know in order to market

your services to them and effectively serve them. It's that simple.

Consider these questions:

- What are you currently doing to raise your profile and get in front of your target market?
- What professional networks, affiliations and associations do you currently belong to?
- Which trade journals or publications do you currently contribute to and why?
- What other actions are you taking to raise your profile? Examples include internal bulletins newsletters, blog, delivering workshops or webinars etc.
- Which professional associations serve your target markets? (If you don't know, ask your current clients what associations they belong to, what events they attend, and why?)
- Which professional publications serve your target markets? (Again, if you don't know, ask your current clients—what do they read, and why?)

It's very important to understand what you already bring to the table. This will enable you to capitalize on your strengths, leverage opportunities, improve on your weaknesses, and where possible, prevent threats from occurring. Make lists of your strengths, weaknesses (what you would like to improve on or strengthen), opportunities (what

things either in your firm, practice or market that you can leverage for success) and threats (any market or competitive conditions that threaten your success).

Believe it or not, you are unique. There is no other lawyer out there with your exact combination of experience, background, education, upbringing etc. These things all add up to making you unique. And they are touching points when meeting people for the first time. They are a part of differentiating you from your competition.

This is about you personally—and what you bring to the table, such as: your background (your heritage, how and where you grew up, went to school, hobbies, interests etc.); your experience (work, volunteering, anything that has contributed to who are today); your skills (speaking, people skills, leadership, anything that contributes to your ability to serve your clients and build your practice); your education; and your personality and people skills.

What percentage of your existing client list is in your desired/target market? How happy are your current clients? How do you know?

How many, and which clients in your practice are also existing clients in other practices within your

firm? Of those clients only being served by your practice, which ones are most likely to benefit from an introduction to other practices?

Which clients do you expect to get more work from? Which clients (and/or what percentage of clients) are already at maximum potential? Which clients don't serve your long-term goals for your practice?

Always treat other lawyers at your firm as clients. If you are not at a larger firm, treat your referral sources as clients. Take the same approach with them as you do your external clients.

Do the partners at your firm know what you are capable of? Do you know what most if not all of the partners do and who they serve? Who do you want to work with? Which partners are doing the type of work that would support your goals and practice growth? What have you done to engage them?

Are there associates you could be teaming up with? Are there opportunities for a team approach, or cross-serving? Make this about your client needs first.

Gary Mitchell is the author of Raindance: The Business Development Guidebook for Lawyers and principal and founder of On Trac Coach. Contact: gary@ontraccoach.com; 604.669.5235.

ANNOUNCEMENT



SPECIAL ADVISOR ON FEDERAL COURT PROTHONOTARIES' COMPENSATION

The Special Advisor on Prothonotaries' Compensation is mandated by Order in Council P.C. 2012-991 to inquire into the adequacy of the salaries and other benefits of the Prothonotaries of the Federal Court. The Special Advisor will report to the Minister of Justice (Canada) by May 31, 2013.

The Special Advisor will be receiving the initial submission on behalf of the Government of Canada by March 1, 2013, followed by the Federal Court Prothonotaries' submissions by April 15, 2013.

The Special Advisor invites the written submissions of all other interested persons concerning the matters within his mandate in either official language. Written submissions must be forwarded to the Courts Administration Service at the address noted below by April 19, 2013, and must be provided in five copies as well as in electronic format (Word or Pdf). Copies of all submissions may be obtained from the Website relating to this inquiry (www.prothocomp.gc.ca) or by contacting the Courts Administration Service.

An interested person who has also filed a written submission may notify the Courts Administration Service of his or her desire to make a presentation to the Special Advisor at an oral hearing which is expected to be heard on May 1 and 2, 2013. Such expression of interest must be communicated to the Courts Administration Service no later than April 19, 2013.

Special Advisor
Hon. J. Douglas Cunningham, Q.C.

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ANNOUNCEMENT



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MEET OUR NEW PARTNER



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Moodie Mair Walker LLP is pleased to announce that **C. Michael J. Kealy** has been admitted to the partnership.

MMW is a Toronto litigation boutique that focuses on complex insurance cases.