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Placer County Bar Association

Newsletter

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Marketing Mindset: How to Quickly Level Up Your Productivity

By Jen Forester, Affiliate Member

In the spirit of Lawyer Well-being Week (May 4-8), I booked a video chat with my friend Sarah, a productivity consultant for lawyers and legal pros (www.firm-focus.com). Luckily, I grabbed one of her allotted three daily Zoom timeslots – she advocates strict videoconference boundaries for introverts and extroverts alike. We are Alliance Partners, which means Sarah and I have a common target audience, sell complementary consulting services, get along well, and look for ways to collaborate. Our well-intended “well-being” conversation turned somber at the intersection of pandemic-induced productivity and lawyer burnout. While *some* of our attorney clients are leveraging found time to make headway on back-burner projects, many are drowning in the complexities of their WFH, business-as-unusual situations.

We searched for lifeboats. What small behavior changes could we offer to quickly level up productivity, without creating more waves of chaos and stress?

According to Sarah, one of the easiest ways to improve productivity is to adopt and adhere to a **shutdown routine** – a 10-minute ritual that bookends your day, ties up loose ends, and sets yourself up for success tomorrow. Because, it’s difficult to accomplish everything on your project list day after day. Sarah’s shutdown process will look different from my lights-out checklist, but each bespoke system will get the overwhelm out of our heads and leave room for the good kind of stress that keeps us sharp, focused, and productive. Or, maybe it just gives us the comfort to turn on a movie with the dog/kids and turn off our brains for an evening and a sound sleep overnight.

On the marketing front, my productivity pivot involves your **Top Contacts** – the list of 20-40 clients (internal & external), referral sources, connectors, and alliances that offer the most potential for new work or profile-building opportunities. This group of VIP affiliations is one of your biggest [portable] assets. Invest some time now to formalize your list – type it up, write it down – and then plot a sustainable plan to cultivate those critical connections on the regular. Build a tracking system into your new shutdown routine. Plan one touchpoint with somebody on your list every day (or whatever rhythm works best) and stay present in the relationship every 2-5 weeks with authentic outreach via information, invitations, introductions, insight, and other intentional value adds.

Time is non-refundable; use it with intention. ~Unknown

If you let that VIP list flow out of your head and into a system, you are much less likely to waste time on random acts of business development. Absent the structure, you risk distraction, delay, and disappointment. Ah, but don’t be a stalker, and don’t get too sales-y. Right now, infuse your communications with heavy doses of empathy, honesty, and grounded perspective. Help to solve both legal and non-legal problems, offer support, ask questions, build goodwill, and suspend acts of self-interest in favor of acts of service.

Without a doubt, our new normal in the world of COVID-19 will continue to rely on the services of attorneys across all walks of life. Sarah and I want to help you continue to show up for your families, your employees, your clients, and your communities. Take your productivity up a level with the techniques and mindsets described above. You’ve got this. *Jen Forester is a business development coach and affiliate member of the PCBA. She is offering complimentary speed coaching sessions for any member who would like to level up their marketing game. Connect: jen@c-suitesolutions.us or www.linkedin.com/in/jenforester/*