

Building Your Collaborative Practice

Exercise 3 – Spreading Your Core Message to Your Ideal Clients

1. Describe your own personality.

2. How do you prefer to connect with potential clients?
 - do you like meeting new people, or are you shy in a crowd?
 - would you rather seek them out, or have them hear about you and seek you out?
 - do you like public speaking, or does that intimidate you?
 - do you like to write, or does writing not come easily to you?
 - would you rather spend time or money? (remember – time IS money)

3. What message delivery system is going to work BEST for YOU – what comes naturally?
 - in person networking (networking groups, chamber of commerce, special interest groups, lunches with referral sources)
 - online networking (facebook, twitter, linkedin)
 - writing (articles, blogs, books)
 - paid advertising (newspaper, magazines, TV, radio, online ads)
 - public speaking (put on seminars, speak to community groups, teach paralegals)

4. Make a plan. What steps can you take in the next month?

How are you going to measure the success of your plan?

How long is it going to take to measure its success?

Put a plan review date on your calendar. What kinds of changes might you be able to make to your plan after you have measured its success?