

## How to be a hot commodity with your clients in your firm and in the legal marketplace

### Excel in what you do

- be the best in your field
- a reputation for technical excellence and special expertise is the best foundation !
- consider post-graduate education and research.

### Be clear about the future you see for yourself as a leader in your chosen field

### Participate in your industry sector

- be active in relevant industry and professional associations
- develop a network of valuable contacts who will share their contacts, knowledge, and business with you.

### Develop strong service relationships

- be service-oriented, accessible, responsible, visible, and ever-eager to please
- ask your clients to refer their contacts to you.

### Develop your profile

- write articles, commentary, handbooks, checklists
- work on placing these in appropriate industry and professional journals, the business press, and on your firm's website
- circulate copies to clients, industry contacts, and other experts in your area.

### Speaking engagements

- industry conferences, professional forums and even your in-firm seminars present ideal opportunities to raise your profile
- circulate conference brochures (featuring you as a speaker) to clients, prospective clients, and all your industry contacts.

### Develop a public profile

- promote your availability as an expert commentator to the media.

### Research and publish

- in industry, academic, and professional circles.

**Foster good working relationships** within your team (at all levels) and with the other lawyers and experts with whom you deal.

### Actively network

- the best networkers are good at sharing information and insights
- that way they pick up more information and news.

### Provide advice and counsel "beyond the bounds" of the customary lawyer / client relationship

- become an adviser integral to the business success of your clients
- share your clients victories - and [pleasantly] surprise clients by sharing some of their "pain".

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