

## How Lawyers Can Build a Sustainable Book of Business

Lawyers can't build sustainable books of business by:

- ✗ Going to business development trainings once a year
- ✗ Having infrequent mentor meetings
- ✗ Attending a couple of networking events a year
- ✗ Depending on limited in-house marketing resources
- ✗ Relying on a partner retiring

You need to take an active role in your career and build your own recognition in the industry. It opens doors to:

- ✓ Engage more clients
- ✓ Advocate for yourself
- ✓ Get a seat at the table
- ✓ Make more money
- ✓ Make partner, and then make equity partner
- ✓ Be invited to speak and write
- ✓ Have a portable book of business

A lot of firms will support 1:1 business development coaching for their attorneys so they can learn how to do it and figure out what works for them in terms of their schedule, target audience, and interests.

I was 14 years into my career as a lawyer when I learned business development coaches existed. It changed the trajectory of my career.

It's never too late or too early to start meeting your business development goals.