

The Online COACHING CENTRE

Workshop: *business development*

Module: #20 – *Developing business by... fishing for whales*

Coaching

Most lawyers use marketing simply to obtain more clients. There are other reasons to market once a practice is busy and lucrative.

"Busy" isn't necessarily optimum. Especially if busy means working many hours for low margin clients or if busy means working with clients whose work or personality isn't desirable.

About the OCC

The Online COACHING CENTRE (OCC) is LAWPRO's innovative online education tool. It lets you quickly and easily enhance a variety of "soft skills" that not only help you survive and thrive, but also help reduce malpractice claims.

The OCC is entirely Web-based, allowing lawyers across Ontario to use it at a time and place convenient to them. It is organized into six workshops, each of which contains approximately 25 learning modules, such as the one profiled on this page. Modules encourage self-teaching and self-evaluation; answers you provide when working in the modules should be saved for review at a later time.

To access the OCC, go to
www.practicepro.ca/occ

Marketing therefore can be used to obtain new clients:

- who are more lucrative per hour of effort;
 - who offer a more desirable kind of work; or
 - who are simply more pleasant to work with

The idea of marketing for a new kind of client can be described as fishing for whales (rather than minnows). The idea is that a big fish will give you more of what you want, than a small one. What you want can be both money and professional satisfaction.

Mentoring

The following chart will help you analyze your practice toward choosing a more desirable target audience.

The column on the left asks you to identify clients who you would say are ideal because of the combination of revenue, projects and personality.

The middle column asks you to identify clients who are worth letting go of because they fail the revenue, projects, personality test.

The third column asks you to identify prospects you should seek to cultivate further, because they would offer you more of what you want and prospects you should let go of, because you really don't want their business.

One trait of successful lawyers is that they do a regular housecleaning of unsatisfactory clients. They "let go" of, i.e. do not encourage, clients they don't really want, in order to have more time to cultivate clients and prospects they really do want to do business with.

Current Ideal Clients	Current Unsatisfactory Clients	Best Prospects to Cultivate
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	Prospects not to Cultivate
•	•	•
•	•	•
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