

BECOME A MORE CONTENT AND SATISFIED LAWYER

Law Firm Marketing Catalyst Podcast

Host Sharon Berman



The guests below joined the Law Firm Marketing Catalyst podcast to give their thoughts on how to overcome the stress of managing clients, billable hour minimums and the pressures of business development to create a practice you love and accelerate results. We've included a few of their top techniques that focus on being a happier, more content, fulfilled lawyer.

Become a Champion Manager and a More Profitable Lawyer

MARCIA WATSON WASSERMAN, *President of Comprehensive Management Solutions, Inc.*
ANDREW ELWITT, *Founder of New Actions LLC*

#1: Make management a priority. Without good management, the firm is like a ship with no one at the helm and can make for a chaotic office environment. Expert managers turn revenue into profits and lead the firm to success.

#2: Embrace the scope of your job. If you're in a management role, don't let the challenges of management deter you. Find creative ways to fulfill your duties.

#3: Never stop improving your skills. The desire to learn is what sets an excellent attorney apart from the rest. Learn through hard work and embrace mistakes; seek feedback and self-correct along the way.

Creating a Culture That Retains Attorneys

COURTNEY PURITSKY, *Partner at Grodsky & Olecki LLP*

#4: Create a sense of camaraderie. Work in teams to create a group of supportive, trusting coworkers. Emphasize the fact that one lawyer's success is everyone's success.

#5: Embrace networking. Sometimes the dread of networking creates more stress than networking itself. Business development doesn't have to be scary and it's a necessary part of advancing your career.

#6: Create a good work/life balance. Set boundaries and take advantage of your firm's work-from-home policy, or champion for one if it doesn't already exist. You'll quickly burn out if your firm doesn't accommodate your personal life or promote your well-being.

NY Times Bestselling Author – Resilience Training for Lawyers

NATE KLEMP, *Co-Founder and Chief Innovation Officer at LIFE Cross-Training*

#7: Establish a compassionate email practice. Before hitting send, consider if an email is being sent to the right people, or whether it needs to be sent at all. Can you pick up the phone instead? This practice can cut down lawyers' inboxes by up to 50 percent.

#8: Join the larger conversation about mental health. Across the industry, there is a growing awareness of the dangers of burnout. Dedicate time for your own well-being and advocate for it to be part of your firm's culture.

#9: Increase your resiliency. Rather than allowing adversity to bring you down, pause and think before you react to stressful situations. Less stress means you're better able to prioritize and manage time.

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5 Keys to Being a Happier, More Productive Lawyer

JUDITH GORDON, *Attorney Coach and Founder at LeaderEsq*

#10: Monotask, don't multitask. The human brain is designed to focus on what's happening in the present moment. Multitasking negatively impacts work product quality and creates unneeded stress.

#11: Manage your energy. Be mindful of your energy level throughout the day and take advantage of your natural flow to be more productive.

#12: Use your breath to manage stress. Respiration controls most of your body systems, and can regulate stress and improve performance. Practice breathing exercises to help control your mood.



The Power of Specialization

DONALD SNYDER, *CPA and Partner at Accounting and Consulting Firm Green Hasson Janks*

#13: Start with what you have. No matter how hot an industry is, you're not going to have a huge book of business overnight; don't let that discourage you. If you have limited resources, use them wisely and remember that small steps will lead to bigger things.

#14: Give yourself time. It takes time to differentiate yourself from other service providers and firms, so be patient. Prospective clients will appreciate your deep knowledge and that will create trust with them.

#15: Overcome your fear of missing out. Specializing in a niche industry doesn't mean referrals or business from other industries will stop. In fact, the opposite is true. Your contacts will recognize that you're good at what you do and turn to you based on your skill and reputation.



A Worldly View of Legal Marketing

JENNIFER MIR, *Practice Development Director at Munger, Tolles & Olson LLP*

#16: Ask questions like a journalist. Asking questions about your clients and their businesses not only helps you better serve them, but also expands your knowledge and promotes lifelong learning.

#17: Cut down your to-do list. Be ambitious but realistic—that's the key to developing a successful practice. Focus on only the most important things and give them your undivided thought and attention.

#18: Ask for client feedback. If you never ask clients how you're doing, you're wasting an opportunity to see where you can improve. Feedback points you in a new direction and takes your practice to the next level.