



## YOUNG LAWYER CORNER

## Choice

By Michael J. Dennin



Many people do not have choice. Being at the holidays, and especially this time this year, we are especially mindful of choice. And we should be. Everyday we make choices. Every minute we make decisions for our clients, for ourselves and family. Some decisions are more important than others. Choices we do not make, that we can make, are most important. Being involved in charity events, CLE and our social network is our lifeblood.

Our Bar offers us numerous choices. It is upon us to act, to decide and do it. There are many things we have done recently and are in our sights. Our final numbers are in from the Lobster Bake and we raised \$10,583.00 for the LARC school. Over 150 friends, colleagues and family chose to fend off the rain and celebrated for the school and children at LARC. By beating our goal, we affected the lives of countless children and adults. Perhaps the most significant part is that this is one of many things we have chosen to do here in the Bar Association.

Our Young Lawyers Committee has many good events happening. We welcomed over 25 members this month alone. In the time since the Bake we once again hosted a wonderful Halloween party at Anna's Sample House in Camden. Anna's Sample House is a shelter for mainly women and families in need and in transition. Twice a year we head down to Anna's and bring countless pizzas, seasonal candy with decorations and proudly watch our magician Lorenzo dazzle us for a few hours. Jenny Kasen, our volunteer sub-chair, did a great job of carrying this event through. The audience at Anna's do not have many choices. They benefit for one day, for three hours, by the choice we make. It is the least we can do.

On our social calendar, we have continued with our CLE on tap, participated with the South Jersey Young Professionals Association for their Crawlween joint event, mingled with the Certified Public Accounting Group, and are looking forward to our Philadelphia,

Gloucester, Burlington, and Affinity bars for large gathering after work in Philadelphia on November 8. We encourage everyone to come, details to follow. We are seeing new faces.

By doing many events, by being constantly involved, there is no choice. It becomes secondary and expected. The kids at LARC, the families at Anna's, the young attorneys eager to be involved, the students looking to give back while learning, the homeless in Camden, the parents and children during the holidays, they ALL benefit from the simple choices we make. We became attorneys and it was our choice to apply. However, it is a right. We were chosen to receive a license. Although we are climbing out of a recession, we should examine how fortunate we truly are to be able to pay to join the Association. We have been given much, and we are expected, obligated to give back. We hope to see you, the choice is yours.

## LAW PRACTICE MARKETING

# The Fourth Quarter Push: How to End 2012 with an Uptick to Your Practice

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simple as commenting on a development in your area of practice.

Arrange to make client visits in the next few months. Though it may seem like a trivial exercise, research studies show us that clients absolutely love and appreciate a personal visit. And, it is a direct indicator of future work. If your top clients are not local, schedule one trip a month to stop in and personally demonstrate how much you appreciate your client and the opportunity to work<sup>®</sup> with him/her. The goodwill you garner will make it more than worth the disruption to your schedule.

If your clients are mostly local, then contact them this week to schedule a holiday meeting for the same purpose. Get on their calendar before it is booked up.

4. **Take the Road Less Traveled.** Author M. Scott Peck did not promise us that the road would be easy, but rather worth the effort if we dare to stand out and have a deeper journey. Applied professionally, it is not always "easy" to be memorable and develop "top-of-mind" awareness among your targeted audiences—clients, referral sources, and highly valued prospects. Not easy but possible.

The truth is that 80% of most lawyers do not take the extra steps to build a successful practice. Many will focus on looking backwards and lament on all the things they have not done in 2012 and how far behind they feel, or how defeated they are. Many lawyers will simply do just enough to get by—no

more, no less and move forward with their practice stuck in "status quo" mode, indefinitely. They wonder why their client list does not grow, why they are not earning more year after year, and how they feel burned out in the practice of law.

Then, there are the other 20% of lawyers who will step up, stand out, and stay laser focused that will end this year on top, crushing their goals and kick starting 2013 with vigor and renewed sense of purpose.

To which group will you belong? The Top 20 or the bottom 80? What you do in these next few weeks may all the difference.