

A survey reveals attorneys who originate \$800,000+ of work annually have different habits and employ different techniques than those with just \$300,000 average originations.

We outline these differences at www.themarketinggurus.com/tip_44.php.



MARKETING PLANS | MARKETING AUDITS | LITIGATION PUBLICITY | LAWYER COACHING

Bob Weiss, Tracey Blake, Amber Templeton and Jessica Jaramillo
303 298 1676 www.themarketinggurus.com

How to Get a Seat at the Table: Building Your Own Clout in Your Firm

Most legal marketers at all levels of the profession believe they are giving good advice to their firms on marketing, client development, public relations, and other issues. But are the firm's top leaders listening?

The event will be moderated by Mark Beese, Director of Marketing for Holland & Hart. Panelists include Jose Cunningham - Chief Marketing & Business Development Officer, Crowell & Moring, Jackie Sweeny Sarlo - Director of Business Development, Holme Roberts & Owen LLP, Steve Blackwell - Chief Operating Officer, Holme Roberts & Owen LLP, and Bruce James - Managing Partner, Brownstein Hyatt Farber Schreck.



When: Tuesday, Oct 9
11:30 a.m. - 1:30

Where: Sage Room
The Oxford Hotel
1600 17th Street
Denver, CO

Cost: \$30 Members
\$40 Non-members

RSVP: www.rockymountainlma.com
Click on: Events

Legal EMPLOYMENT

Keeping Your Career Satisfied



David Fennell

Law Q

The practice of law has been and continues to be one of the world's most challenging and rewarding professions. Unfortunately, employment surveys consistently show that lawyers also rate themselves as the most dissatisfied with their profession. However, such lawyers may not need a change in career, but simply a change in employer or practice area.

A great number of attorneys, from first-year associates to partners with established books of business, have engaged the services offered by me and my company Law Q, LLC, a legal recruiting and employment boutique. The majority continue to want to practice law, but are dissatisfied with their salary, office environment or current practice area. Often, these attorneys are just seeking direction or starting point to make a change. What follows is a road map:

Think about what you want.

This is the most obvious and most important step. It is worth taking the days, or even weeks, you need to think about what you want in a job and to write it down. Your desired job may include a particular location, office size, practice area or salary range. If you cannot define the job you are seeking, you will never find it.

Research law firms and companies that most closely match your desired job.

This can be the longest part of the process and should involve Internet research, word-of-mouth, and personal knowledge of the industry. As an example, www.martindale.com contains an excellent database of law firms. You can define your search by location, practice area and law-firm size. The firms that match your search criteria can then be investigated further on the Martindale website or the law firm's website. Ensure that you conduct an efficient search by creating a database along that might include firm name, firm size, areas of practice, potential contact name and information, and things that you like about the firm. You should compile information on about 20 to 30 law firms and/or companies that match your desired job requirements.

Tailor your resume and cover letter to 'speak to' each firm or company.

Now that you have your list of potential employers and contact names and information, it is time to submit your resume and cover letter. The resume must relay specific experience in the practice area that you are seeking or, at least, as relevant of experience as possible. The resume should detail infor-

mation that will be important to the firm or company — not to you. For example, you do not want to put an exhaustive list of litigation experience if you are applying for a real estate transaction position. In this case, the most seemingly insignificant experience in real estate transactions is much more important than the most impressive commercial litigation jury verdict.

As for the cover letter, it should be short and sweet and no more than one page. It should *not* relay information contained in your resume, but should simply provide an introduction (one or two sentences), explain what you like about the firm (four or five sentences), explain how you might be able to benefit the firm (two or three sentences), and request a meeting that you will arrange with a follow-up (one or two sentences).

Follow up and arrange a meeting.

Follow up with a phone call approximately 10 days after mailing the letter. If you do not reach the person directly, leave a short voice mail that explains you are following up on your letter and includes your contact info. Do not follow up more than a total of two times over a three-week period. You should be able to retain approximately two to three meetings from your follow ups.

Meetings should be at a time and place that is convenient for the person you are meeting — lunch, coffee, or a face-to-face meeting at his or her offices. Always dress your best and be on time. Although you are not defining this meeting as an "interview," be prepared to both sell yourself and ask poignant questions about the firm or company. You should leave the meeting by providing a clear message about how you would like to see things proceed.

It is worth taking the days, or even weeks, you need to think about what you want in a job and to write it down. Your desired job may include a particular location, office size, practice area or salary range. If you cannot define the job you are seeking, you will never find it.

— David Fennell

Write handwritten thank you notes.

This is an opportunity to thank the people that took time to meet with you. It is also to express any interest in employment and to relay any important information that you may have forgotten during the meeting. Most important, the note should be short (four to five sentences), and it should be genuine.

The author founded Law Q LLC, a legal recruiting and employment boutique. He has practiced law since his admission to the Colorado bar and has experience with both transactional and litigation work in the private and public sectors. His phone is 303-471-4377, and his website is www.lawqteam.com