



and find one that works best for you. Some rainmakers use old-fashioned paper calendars, and others use online technology. You may wish to determine what your preference is.

My goal is to help you gain awareness around how critical time-management is to your success and income and help you shift your mindset about how you schedule and manage time for prospecting and other client-development activities. Take an honest look at the consequences of the choices that you are making about where and how to spend your time.

The evidence does not lie. You are either making superb use of your time, or you are squandering time on activities that do not generate income.

Chapter Ten

Standing Out And Being Unforgettable

It is much easier to make a terrific first impression than it is to change a negative one. When you meet people for the first time, they form opinions about you. It's human nature. Within seconds of meeting someone for the first time, your appearance, body language, and nonverbal communication together make a first impression.

The mastery of a positive first impression cannot be overstated. First impressions are lasting impressions. People make assumptions and think that they know everything about you in the brief initial time spent with you.

Make a good first impression, and the relationship will evolve from there. Make a bad first impression, and your relationship may always be an uphill battle. A bad first impression may also mean that you might never get another chance.

In a perfect world, friendships, relationships, and business contacts would all develop naturally and blossom exactly how you'd like, but that's not the world we live in. Every time you meet someone, you make an impression. Whether you make a good impression or bad impression is up to you.



When you first meet someone, they will naturally form an opinion about you based upon how you look, what you say, and how you present yourself. The way that you enter a room, the way that you communicate, and the way that you move speaks volumes about you.

These opinions may be the basis for many important decisions that someone else makes about you. Others hastily assess if they can see themselves doing business with you and if you are a good fit for them. This is why it is essential to know how to make a superb first impression when meeting new people, one that will help you achieve the happiness that you desire.

How Do You Respond When Asked What You Do?

Regardless of whether you are at a business event, a one-on-one meeting, socializing at a party, or playing a round of golf, you need to be ready to deliver your fifteen-second commercial, also known as your personal introduction.

It's the fifteen-second answer to the question, *what do you do?* The thirty-second commercial has been replaced with a fifteen-second commercial, thanks to the attention span of most people, which is shrinking at this moment.

Your commercial is a short description of your practice and who you are, which enables others to understand your area of expertise, the type of clients you work with, and what value you bring to the relationship. Your commercial should sound conversational and natural. You want to appear composed, enthusiastic, and professional. Make it memorable, not outrageous.

You are competing with many other attorneys. Your commercial should allow you to stand out from the crowd. Whether it is the vocabulary you choose or a specific achievement you mention, you want to engage the listener and give them an opportunity to see your personality shine through. What you say and how you say it either attracts business to you or repels it away from you.

The success of your commercial depends on your ability to craft a message that offers a strong promise of benefits to your target market. A good personal introduction immediately differentiates you from your competitors and makes you unforgettable.

What do you do? is the most common question asked when meeting someone for the first time. If what you say is compelling and interesting, you'll be remembered. If what you say is flat and uninteresting, you'll be forgotten on the spot.

I attend many networking and business events every month, and I hear hundreds of commercials. I can always spot the practiced and polished professional who put time and energy into her commercial. It's timed, it's planned, and it doesn't sound canned. It's concise and descriptive, not long and scattered. It's delivered with passion and confidence instead of fear and anxiety. The best commercials stand out and are remembered.

Treat your fifteen-second commercial like a Super Bowl ad. Make it short, and make it memorable. Act like you are getting paid for the opportunity to recite it. Compose a commercial that doesn't sound like that of everyone else.

A good commercial may help you entice new clients, get referrals, and make yourself memorable. A bad one nets you nothing and may make a negative impression that might never go away.

When someone asks you what you do, your answer to the question should not be about you. Many attorneys make the mistake of answering the question with a statement about themselves. Try this instead:

Example 1: Hello, I'm Marsha Walker, a divorce attorney and conflict resolution expert. I represent individuals going through a divorce who want to shield their children from the trauma that a divorce can cause. I focus on trying to stay out of the court system and attempting to resolve issues civilly so that divorcing couples may move on with their lives as amicably as possible.

Example 2: I am Stan Sanders, a business attorney. I represent a wide range of clients, from construction companies to those involved in real estate. I specialize in providing superior resolution of simple and common issues to the most complex of conflicts and do this in the most efficient and cost-effective manner possible.

Is your commercial a clear, concise, and fascinating fifteen seconds? Or is it a two-minute ramble that engenders confusion



in your listener? Do you even know? There may be some anxiety associated with a personal introduction if you aren't used to delivering one or if you're uneasy when it comes to talking about yourself or your business.

Most people think that they need to tell prospects everything that they have to offer, but this is not the case. Your commercial is just a snapshot of what you do and how you help. Focus on the results that you provide, and make your personal introduction about the listener, not about you. If someone wants to know more, they will ask. Make your introduction short and sweet instead of long and boring. Never underestimate the influence of a good commercial.

Whether you're experienced or new to networking, you must proudly own your commercial, or you will blow your chance at making a good first impression. The attorneys who get in the door are the ones who swiftly and strongly communicate their value. Your commercial needs to hit the mark, or you're going to lose revenue and referral opportunities.

Continually perfecting and practicing your commercial ensures that you are always able to put your best foot forward as your business grows and changes and your client base expands.

Keep it simple, make it memorable, and clearly tell people what you do and how you can help them or others. It's important to focus your message on the clients with whom you work and how you work with them, not on how incredible you are, the wonderful things you do, and how long you have been in business. This is not your time to brag. Take control of your commercial, and you will create more opportunities and close more sales.

The next time that someone walks up to you, shakes your hand, and asks what you do, say it loud, say it proud, and recite your commercial with authority.

Five More Ways To Be Unforgettable

1. **Start with a genuine compliment.** Giving someone a compliment is always the most genuine way to engage them. When you compliment someone, their usual response is to smile and thank you, and likely they will ask you something about yourself.

You have now engaged this person, and they have let their guard down. They feel like they can trust you.

2. **Be a master at listening.** Only when you listen to people do you find out what their needs are, and then you can figure out if you have a solution for them or if you should refer them to someone else who more closely fits their needs. It is impossible to listen and talk at the same time. Be known for being a listener rather than a talker. Be interested, not interesting. That means talking less and listening more.

3. **Look people in the eyes.** Give someone you meet your full attention. Don't look around the room for the next prospect. Don't text, check your e-mail, or respond to a call in the middle of a conversation. You will never recover from that rude business blunder.

4. **Give to get.** Think of something that you can give to someone rather than something that you can get. Offer to send them information about a topic of interest to them, or connect them with a contact that you think they should know.

5. **Be a resource.** Listen to someone's problems, what causes them stress and sleepless nights. Then you can be the one to offer a solution. Not every person will be your ideal client, but someone to whom you offer your help will be grateful, and they will remember you as a knowledgeable, positive resource.

Make your first impressions count, and never underestimate the importance of others. If the new people that you meet remember you in a positive way, you position yourself for even more abundant business opportunities down the road.