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Excerpt from new American Bar Association book to be released in September 2011:

The Associate As Rainmaker, Building Your Business Brain

Network Like A Pro: How's Your Elevator Pitch?

To optimize any networking opportunity you must have a clear understanding of your firm's value proposition and a practiced elevator pitch. Your value proposition is the unique value (benefit) your firm offers to its clients and why a potential client will want to do business with your firm versus someone else. Your elevator pitch, in thirty to sixty seconds, states who you are, a brief summary of the firm's value proposition, and an enticement. The enticement is designed to enhance your connection with that person. The enticement is audience specific. It could be an offer of a free consultation for them or anyone they might know who could benefit from your firm's unique expertise as you offer your business card and ask for theirs. Or, it could be an offer to send them an article that is related to their business or industry. Or, it could be a request, like, "I would really like your opinion. Please check out our website and let me know what you think." Or, "Your situation is at a critical juncture, let's compare calendars now and find a good time to speak." Or, "Every quarter we offer a free 1 hour forum and reception on 'Business Strategies That Work and Pitfalls To Avoid,' would you like an invitation?" Everyone you meet could potentially lead to new business, so, say something short and memorable, and create a next step, or inducement to learn more. Study thirty second radio and TV commercials for clues on how to craft a short but enticing brand awareness and / or call to action message.

Free Online Elevator Pitch Training / Creation Tool

Harvard Business School offers an online elevator pitch training and creation tool available at <http://www.alumni.hbs.edu/careers/pitch/>.

One of the best areas for future business development is building rapport with your law school classmates. You should create ...

For more information:

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Keller Business Development Advisory Group

Consultant / Attorney Coach / Trainer / Author / Speaker

Ask about David's award-winning book: 100 Ways To Grow A Thriving Law Practice

Reserve a copy of David's new ABA book on the attorney as Rainmaker, Summer 2011 release.

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