



**MarketingPartners**

Building Professional Practices

BOOK REVIEW March 27, 2013

*Build Your Practice the Logical Way: Maximize Your Client Relationships*

Carol Schiro Greenwald and Steven Skyles-Mulligan, (ABA First Chair Press, 2012)

The authors set the tone for this work in the very first sentence of the Foreword: “Good clients are at the heart of any successful professional practice.” From there, the authors continue to suggest ways to enhance your current client relationships to become loyal advocates for your further growth. Their stated belief is that you can grow more easily with less cost and effort by focusing on your current clients than attempting to attract new clients. The 20% of your clients that provide you with 80% of your revenue (the Pareto Principle) already know you, already trust you and already have had you serve them well. Convert them from satisfied clients/customers into loyal advocates and your revenue will grow by leaps and bounds.

Continuing to demonstrate your value to clients (from their perspective) enables you to do this. This book provides a step-by-step map to follow. Fail to follow their ideas and you put yourself in peril of lower revenues and/or extinction.

I do not subscribe to the notion that there are too many lawyers. But, it is clear that too many lawyers are competing for the same few “cherry” clients. Use the guidelines set forth in this book and you will be among the leaders in the profession.

This is not a novel! You can skim it, sure, but you need to take time to think, think about your present practice and the firm you would like to create. When lawyers ask me about my coaching, I tell them to engage me only if they want to be more successful. So, too, read this book only if you want to have loyal and stimulating clients to become more successful in your practice.

The authors provide valuable appendices that include selected rules of professional conduct relating to client relationships, tables to help you analyze your current client relations practices, an extensive bibliography and the all-important CD from which to work directly in planning your future. Go forth armed with new knowledge and the authors at your side in dealing with your clients. Your clients will appreciate your new emphasis on their well-being, and reward you accordingly.

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