Market Like A Girl

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The most common way I hear that women lawyers look to build business is by emulating the successful partners at their firms. There is absolutely nothing wrong with this. However, the most successful partners at your firm are at an entirely different stage of their lives and careers than you are, and statistically speaking, most are men and you are not.

Instead of trying to fit into somebody else's mold, embrace and build on your own uniqueness. By marketing your strengths, and not somebody else's, you will feel comfortable developing business. By building business development into your existing lifestyle, you will always have time to create new relationships. When you see the rewards, you will know that you are good at marketing, and like it a lot.

The full article was published by the *New Jersey Law Journal*. Subscribers may read the full article here.