



I often get solicitors asking me what I can do for them. And I have wasted far too much time in analysing their business, consulting with them and coming up with my proposed solution to their marketing problems. Only to see them put it off or find an excuse not to do it.

But I'll never do it again.

Because there's something I've been guilty of far too many times.

Wasting my time on solicitors that...

DON'T EVEN KNOW WHAT THEY WANT TO ACHIEVE THEMSELVES!

How can I second guess what someone really wants? What's the point of me recommending anything without knowing how far someone will go to achieve THEIR goals and they know what their goals are?

It's up to you to decide what you want. And only you can make the commitment to take action.

Wishing for something is not the same as wanting something. Wanting means you're prepared mentally and physically to do what is necessary to make changes.

Wanting means you will be persistent. That you will honour your promises to do what you said you would do. And on the timescale you agreed to, whether the agreement is with yourself, a colleague or a consultant.

So this week's exercise is about discovering what it is YOU WANT.

And to discover that, you are going to have to answer truthful and challenging questions.

Scary? Maybe for some people.

But you can either choose to be a scared, do nothing, say nothing, be nothing kinda person or someone that believes you have the talent, drive and determination to be the very best you can be.

And get what you want from your work.

Here is what you should do;

Write down your business problems. Use a list of questions that are challenging and interesting to you. I am going to give you a list to get started. You can add or take away from this list as you wish.

Print it off and write down your answers. If you want to, scan them and send them to me. I may be able to help you.

But most of all don't just discount this process as another thing that might be good to do one day. Or a "nice idea but it won't tell me anything I don't know".

Because if you don't know what you want, that's probably what you are going to get.

Get started by using the next page. It's on a single page so you can print it off and write down answers.

- What would you like to have or accomplish?
- What business idea would you like to work on?
- What do you wish would happen in your job?
- What business relationship would you like to improve?
- What would you like to do better?
- What do you wish you had more time to do?
- What more would you like to get out of your job?
- What are your unfulfilled goals?
- What excites you in your work?
- What angers you at work?
- What misunderstandings do you have at work?
- What have you complained about?
- What changes for the worse do you see in the attitudes of others?
- What would you like to get others to do?

Now pin this piece of paper up on your fridge, wall, next to your mirror. Anywhere you will see it every day. And take action. Because the more you seek to solve your problems the more problems you will solve.

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PS Don't forget to visit the website. www.GreatLegalMarketing.co.uk