

Why lawyers struggle with business development—and how I help

Lawyers know business development is important. They want to build strong relationships, grow their practices, and contribute to the firm's success. Yet despite their best intentions, their BD efforts often fall by the wayside.

Why lawyers struggle

- 1. It's not a habit.**
Lawyers treat BD like a side project—something to focus on when things slow down. But progress only happens when it becomes part of the daily routine.
- 2. They focus on outcomes instead of process.**
They expect quick wins, but BD rarely works that way. Most progress is invisible. When they don't see results right away, they feel discouraged and give up.
- 3. They don't know what to do next.**
When the next step isn't clear—what to say, who to contact, or how to follow up—lawyers often default to their comfort zone: legal work.

How I help

I work one-to-one with lawyers to build business development into their daily routine. Each engagement includes:

- ◆ **A kickoff strategy session (60 minutes)**
We start by talking through what matters to them, what's worked before, and what kind of relationships they want to build. We develop a simple plan and identify a few small steps they can take right away.
- ◆ **Weekly check-ins (30 minutes)**
Each week, we review what they tried, where they got stuck, and agree on what to do next. The goal is steady progress through small, consistent steps.
- ◆ **Between-session support**
I'm available during the week for questions or feedback to help lawyers maintain their focus and momentum.

Getting started

If you want practical support for your lawyers' business development efforts, I'd be happy to talk. I can reinforce any BD frameworks your firm has in place or provide a tailored, common-sense approach. Let me know if you'd be open to a quick conversation.

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