



Seeing Yourself from the Client's Perspective:

This is a reflective exercise to examine what clients want from you, your products and services.

4. What else might they want from me?	1. Why do my customers need this service/product? Why do they want or need it from me?
3. How do they want my product/service delivered?	2. What is it that they require from the product/service?



What can you do with this analysis?

The first box contains questions to flush out your personal brand and USP (unique selling point). These answers can be used in your marketing and networking activities.

The second box provides laser focus on the *results* of the service. Please see also the exercise '**What is valuable about your product or service?**'

The third box is for you to examine what your clients want in-person and via technology. This in turn leads to examining what software systems will enable you to do this and whether they are economic for your business.

The last box allows you to consider what other areas of your products and services would be useful to your clients. Or you could even refer to services from others that would support your clients. This works equally well for prospects too.

Where do you go from here?

Developing your business into a successful, enjoyable enterprise, which profitably serves its clients, is a journey worth making, and I offer many ways of providing you with additional support.

- My book [Business Skills? Don't be daft I am a lawyer!](#) is an ideal way to see how other lawyers have successfully built their legal businesses. It looks at the experiences of 24 legal business owners and five lawyers who have launched enterprises outside the legal sector. Also, **Chapters 3.1 and 3.2** in particular, focus on clients and expand on the exercise questions above.
- For more **interactive** support, I run many [training workshops](#) and [business coaching and mentoring programmes](#), including:
 - A 1-hour '**Get More Clients**' diagnostic planning session, which my clients have found very useful in expanding their client base with their most profitable clients.
 - A **coaching hour** to discuss the results of your analysis and your legal business to include an action plan for capitalising on this information.
 - A 2-hour **Business Development and Marketing workshop** that can be delivered over a lunch break to your legal team and is specifically tailored to the needs of your business.
 - My business coaching '**Silver Package**', which contains six **Polished Positioning Principles™** - *Planning, Potential* and current Clients, *Products* and services, *Pricing, Platforms, Power Alliances*. This provides you with a great base upon which to build and grow your business.
 - [Self-confidence training and coaching](#) programme. My clients have found this useful irrespective of what stage their career or business is at.



"I have only recently met Ann but I have found her very helpful. She has helped me to organise my thoughts which has in turn given me more confidence as I set out in my new business." **Sara Spencer AT11 TEP Sra Spencer limited.**

[Get in touch with me](#) today to get the support which best suits you.

Other relevant resources to support you on my website are:

My complimentary [Documenting your Brilliance® standalone toolkit](#) Sections 1-3 if you have not already completed these exercises.

General Business Development/Networking Blogs

- [Is it Time you Started your own Law Firm?](#)
- [When was the Last Time you reviewed your LinkedIn?](#)
- [Networking: How to Gain Credibility in your 60 Second Introduction.](#)
- [Networking: Three Simple Words to Create Interesting Small Talk](#)
- [A Simple Technique for Building your Personal Reputation.](#)
- [What is your Personal Brand as a Lawyer and Why is it Important?](#)

Ann Page Business Author, Trainer and Coach for the legal profession

Ann Page, a Top 100 lawyer of the year (2003) has had a successful in-house 28-year career, working mainly in the financial sector. She switched from being a business lawyer in industry to a non-practising solicitor who teaches and coaches on business subjects in 2003. Since then, Ann has trained nearly 7000 lawyers on business skills including leadership, management and interpersonal skills. If you want to see Ann in action, [click here](#).

Ann has always been active in various professional committees and currently she is Treasurer of the Yorkshire Sole Practitioner's Group, a member of the Professional Speaking Association, Professional Speaking Academy and Leeds Law Society.

***Contact me on 07921540039
for a no obligation chat about your needs.***