

VOLUME 1

the naked lawyer®

RIP - announcing the ROAR model

How to Market, Brand and Sell YOU!



roar™ Reach Out And Relate

legal notices and disclaimer

I'd love to believe that every reader of *the naked lawyer* eBook will follow the advice within and become wonderfully successful as a result. The truth is that I can't promise that will happen for you and/or your company.

As the information in *the naked lawyer* is of a general nature I simply can't guarantee that it will suit every individual and/or business and/or every situation. One size does not fit all – truly!

Plus, I won't actually know for sure whether you will actually read *the naked lawyer* in its entirety and follow my suggestions.

Believe me, I wish I could, but I can't.

So, here's the legal gubbins...

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***the naked lawyer*: RIP – announcing the ROAR model**

FIRST EDITION

November 2010

Author: [Lightfoot, Chrissie](#), 1971

Consultant Editor: [Martin, Jacquie](#)

Design and Brand: [ONSTATE](#)

Artwork: [ArtworkEtc](#)

ISBN for the complete set of 12 Volumes: 978-1-907943-00-3

ISBN for this Volume 1: 978-1-907943-02-7

Published by EntrepreneurLawyer Limited

1 City Square
Leeds
West Yorkshire
LS1 2ES
England

www.entrepreneurlawyer.co.uk

publisher@entrepreneurlawyer.co.uk

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- Burg, Bob, *Endless Referrals: Network Your Everyday Contacts Into Sales* (3rd edn., New York: McGraw-Hill Books, 2006)
- Burg, Bob and Mann, John D., *Go-Givers Sell More* (London: Penguin Books, 2010)
- Peters, Tom & Barletta, Martha, *Trends: recognize, analyze, capitalize* (New York: DK Publishing, Inc., 2005)
- Peters, Tom, *The Brand You 50: Fifty ways to transform yourself from an "employee" into a brand that shouts distinction, commitment, and passion!*, (New York: Alfred A. Knopf, Inc., 1999)
- Roulac, Stephen, *'Learning How To Break Away To Get Alpha Results'*, Global CEO., (2008)
- Russell, Gary, *Big Rocks: balancing life & work*, (Sausalito, Calif.: Lifestyle Press, 2005)
- Silver, Cole, *How To Create Wealth and Freedom in Your Law Practice: 101 powerful client development and retention strategies for attorneys* (New York: The Silver Group Ltd., 2009)

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preface

Hi there!

I'd like to take this opportunity to provide you with a whistle-stop tour of *the naked lawyer*.

We're living in the digital age. Everything seems topsy-turvy and uncertain. We're all fighting to find SPACE in the battle to win more business (sales) and to achieve personal fulfilment.

The global recession and the self reliance human economy, combined with the Legal Services Act 2007 and alternative business structures, means that increased competition from client-centric major players, 'DIY free legal documents providers' via the internet, virtual law firms and virtual lawyering, will all challenge the legal profession's established engagement model.

Throw into the mix, the enlightened consumer – who is more demanding and discerning with increased levels of expectation, responsible for setting new higher standards in customer service – together with the disruptive technologies of the past few years along with future anticipated technological advances, and what have we got? Our traditional way of lawyering under threat, juxtaposed with an opportunity to mould a brighter future, if we dare to choose, change and take control.

The legal world (law law land), inevitably, is experiencing an unprecedented transitional period, the likes of which it has never so far experienced.

I wholeheartedly believe and advocate that we need to welcome innovation, embrace radical change, reinvent customer service and work harder and smarter in light of the inevitable commoditisation and evolution of legal provision.

It's because of the present and future trend, in which the buyers of legal advice, services and provision (entrepreneurs/business people) can choose who, where, what, why, when and how they wish to purchase legal products and services, that we lawyers need to arm ourselves with 'soft skills' in order to prepare and position ourselves for the evolution, and arguably, revolution of an outdated profession.

To survive and thrive in the years to come, I propose that a paradigm shift is required in our mindset (thinking), behaviour, actions, focus and expectations by the law firm (partners/owners/directors), existing practising lawyers and next generation lawyers.

But, in law law land, we have a problem...

Entrepreneurs are from Venus and lawyers are from Mars. Accordingly I suggest that we lawyers need to become more entrepreneurial and to 'get naked'.

Hopefully, as entrepreneurs (legal service buyers) and we lawyers increase our understanding of each other and improve ‘the relationship’ between us, BOTH parties will be happy with the outcome – improved cost effective and time efficient legal provision which creates value for both the entrepreneur (buyer) and the lawyer (seller).

Traditional lawyers, entrepreneurial lawyers and the next generation have a wonderful opportunity in this enlightened, consumer-led digital era to become ‘super lawyers’.

I propose that extraordinary relationships and customer service will be the holy grail at the heart of the successful super lawyer. Building an enduring value relationship with the consumer, utilising ‘fluffy soft-skills stuff’ combined with a total consumer-centric focus, is where the real value will be for the lawyer, law firm and consumer of today and the future.

Enter ‘soft-skilling’ – the requirement for us lawyers to be able to truly relate, ROAR (Reach Out And Relate) style – in a bid to become extraordinary rainmaker lawyers, of the naked kind.

From my experience, knowledge and understanding, I believe there are opportunities to significantly enhance YOUR career prospects and options, add value and income to the company you serve and possibly even increase your own income (whatever stage you are at in your career), sense of achievement and personal fulfilment, by following the proven blueprint sales development ROAR model contained in this eBook.

If you need, want or desire to get more clients, sales, referrals, income, value, growth and success (any or all of these) as an individual or as an entity, then *the naked lawyer* will show you how. It will help you make those difficult choices, the necessary changes and to take control of your career, lifestyle and life through learning and knowing how to market, brand and sell YOU!

It also provides an insight into the legal profession, present and future. Whether you are a lawyer or not, if you have had dealings with the legal profession, or if you simply wish to try some refreshingly new ways of marketing, branding and selling yourself with a view to achieving more choice, change and control in your career and life, then this eBook will hit the spot.

It’s more than a marketing, branding and sales blueprint.

It’s a manual for your life.

The naked lawyer is a real-life, totally transparent, brutally honest and detailed tale of my rainmaking activities, achievements and experiences (both positive and negative) in the legal profession/industry during 2008 -09 when, throughout my final year as a trainee solicitor and since founding EntrepreneurLawyer Limited (a period of a little over a year during the 2009 recession), I generated £562,000 of new client legal work enquiries which I referred to practising solicitors.

Whilst I deal with serious matters by providing serious messages, solutions, material and ideas throughout the eBook, I take an idiosyncratic approach which may or may not be to your taste.

However, I promise you this: *the naked lawyer* is certainly a new, informative, fun and sexy way of my sharing (teaching) and you learning. It is a reflection of what it preaches. It's innovative. And, I reckon you're more likely to engage, remember the key points and messages and actively do something as a result of reading it.

In the Volumes which follow you will note that there is an 'adult' element and theme throughout. But that's OK, I reckon. We're all adults. And of course, you have the choice as to whether you wish to read any further.

Choice, change and control is ultimately the undercurrent flowing throughout *the naked lawyer* as you discover and decide how to market, brand and sell yourself in order to survive and thrive in the years to come. Ergo, how to become a lawyer of tomorrow, today.

I share my real-life story with you throughout *the naked lawyer* in the guise of an imaginary prancing, private dancing 'Naked Lawyer' in law law land.

It's a story, a sales blueprint and a workbook all wrapped up into one neat little package; feel free to check the [EntrepreneurLawyer website](#) to find out whether CPD accreditation (or an alternative) is available should you carry out the 'ROAR steps'.

Volume 1 sets the scene and provides you with the background detailing what the problem is, why I have written *the naked lawyer*, what you're about to experience in reading the eBook, what you can expect to learn and how to get the best out of the whole thing.

Volume 2 introduces you to the first element of the ROAR model – Emotional intelligence (EI), aka, self-awareness. It focuses on awakening your inner YOU and laying the foundations for everything else which follows.

In Volume 3, I show you why and how to research, establish and develop your niche, identify target market(s) and sort your positioning and differentiation so that you are ready to develop your personal brand.

In Volume 4, I reveal why and how to devise your personal brand and align it with your firm brand – your 'Brand,Me' and 'Brand, firm'.

Throughout Volume 5, I share with you why and how to establish and build a raving referral network fast, to last, by bringing your EI, niche and 'Brand,Me' into play. It is one of the first real DOING elements in applying the 'how to market, brand and sell YOU!' based on the preparatory THINKING foundations in relation to your reading and carrying out the activities in Volumes 1 through to 4.

In [Volume 6](#), we line dance, hip hop, flamenco, jazz and swing together as I share with you how to use social media and social networking to positively waltz your way into being a socially savvy, happily naked, rainmaker lawyer.

During [Volume 7](#), we begin to look closer at the sales process. I introduce you to the concept of nurturing fuzz to get more buzz. I focus your attention on establishing and building extraordinary RELATIONSHIPS of value by looking at relationship marketing, unsales and fuzz. We look at how YOU can add value to your referrers, clients, firm and those whom you serve, due to your 'Brand,You' and relationship building, leveraging and sustaining activities. The essence of this Volume lies in the mantra, 'Ask not what your referrers or clients can do for you, but what you can do for your referrers and clients'.

[Volume 8](#) is dedicated to the subject of 'communication and behaviour', a fundamental element of the ROAR model, and how YOU add value as both a stand-alone individual and within a dynamic team, through communicating your messages by capitalising on your strengths, talents, knowledge, experience, skills and 'Brand,You'. I introduce you to The Focus Lifestyle and the SRO communication module.

In [Volume 9](#), I share with you what I believe is 'extraordinary customer service'. It's another fundamental element of the ROAR model, and how YOU will set your stall out as a truly extraordinary rainmaker lawyer. I introduce you to 'the ROAR unsales egg-timer'. It's a sales, customer service and referral process that I devised (in my own time), and used (and still do) whilst a trainee solicitor, which embraces all of the elements of the ROAR model. It's how referrers, prospects and clients go from not knowing anything about you to being ready to give you (and 'the firm') their business, or more of their business, on an ongoing basis.

[Volume 10](#) is dedicated to the subject of 'innovation'. Innovation is why you will continually stimulate and arouse curiosity in your referrers, prospects and clients. It is the element that makes the ROAR model timeless and is fundamental to your continual personal and professional development. It's what will make YOU exciting to know, like, trust, understand, 'get' and share commonality with the people (personally and professionally) in your life. Understanding and appreciating innovation will help you make changes for the better in yourself, as you re-invent you and your approach to business.

In the penultimate Volume ([Volume 11](#)), I look at the final element of the ROAR model. The 'other really cool stuff' which I believe will assist you in becoming an extraordinary rainmaker lawyer, such as, commercial savvy, business nous, effective and efficient time management and the seduction of persuasion. I also suggest that you may wish to consider enlisting the help of a business coach, confidence coach, stress management coach, life coach or happiness coach, if you feel the need.

The final Volume brings everything together. It's a wrap-up volume. If you're up for becoming a Tomorrow's Lawyer, today, by making the transition from traditional lawyering to entrepreneurial lawyering of the truly naked kind, then [Volume 12](#) is an information rich volume where I present you with a summary of the key takeaways and quick fix tips from Volumes 1 through to 11, to achieve exactly that. We look back over the entire ROAR model and I share with you the ROAR model diagram. We then look forwards and I discuss the kind of future mankind is likely to experience and proffer some ideas as to the enlarged options you might consider due to your now expanded portfolio of skills.

Given this outlook, I even have the audacity to suggest that we should make our future XXX rated; sexily serendipitous, salubriously serene and socially savvy.

I dare you to get off your butt, fulfil your dreams and make it count.

Read on ...



Chrissie Lightfoot

about the author

Hi there!

Welcome to the first Volume of *the naked lawyer*...

I'm Chrissie Lightfoot, an entrepreneur turned solicitor (non-practising) turned entrepreneur and CEO of [EntrepreneurLawyer Limited](#).

I am absolutely delighted to be your host and to have this opportunity to entertain you whilst sharing with you a new approach to 'how to get more clients, sales, referrals, income, value, growth and success'.

Whether you are a lawyer or not, if you have had dealings with the legal profession, or if you simply wish to try some refreshingly new ways of marketing, branding and selling yourself with a view to achieving more choice, change and control in your career and life, then *the naked lawyer* is an absolute must read for YOU!

The lady doth protest too much, methinks?

bit of background

I'm a lawyer (2009 newly qualified solicitor) and an entrepreneur. I'm also:

- designated blogger for the Law Society Gazette '[In Business](#)' blog (regular contributor to the Law Society Gazette's management section – UK);
- mentor for The Prince's Trust '[Million Makers Corporate Challenge](#)' (UK Yorkshire region);
- women's enterprise ambassador (UK);
- past vice-chairman of the Federation of Small Businesses (Teesside Branch – UK);
- a national award and prize winning researcher (UK);
- a company prize winner;
- contributor to the book '[Big Rocks: Balancing Life & Work](#)';
- an innovator, rainmaker and sales legal coach; and
- a woman on a mission dedicated to innovation in legal services provision and advising to benefit both [lawyers and entrepreneurs](#).

Feel free to check out my [track-record](#) and [profile](#).¹

¹ Feel free to Google 'Chrissie Lightfoot'. For my track record check out LinkedIn; I'd welcome the opportunity to connect with you: <http://linkedin.com/in/chrissielightfoot>. More information here: <http://entrepreneurlawyer.co.uk/about/chrissie-who>

author's note

The naked lawyer has been greatly enhanced by both the business and life experiences of my fellow lawyers, entrepreneurs, mentors and friends in both the legal world and business world, to whom I am extremely grateful.

To each of you: Thank you; now raise your half-full champagne glass and join me in a toast to celebrate the wonder of this extraordinary world and amazing gift of life!

Where appropriate some (or all) of the names, gender and/or context have been changed in the stories that could be construed as negative toward an individual and/or company.

Nevertheless, all stories are based on true accounts.

Volume 1 was first e-published in June 2010. This revised Volume 1 contains a few amendments and additions because, as I suspected, the world has moved on and so have I since writing the original version.

Accordingly, as I was scribbling feverishly away compiling the complete box set of 12 Volumes, which comprise *the naked lawyer* in its entirety, I figured it was befitting to update Volume 1 so that I could share with you the progressive thoughts which popped into my legal beagle mind.

I trust you will find the additions progressive, enlightening and entertaining... as a career, business and life should be perhaps?

If you'd like to [get in touch](#) at anytime as you are working your way through *the naked lawyer* Volume 1 and/or any of the various volumes in *the naked lawyer* series then I'd be delighted to hear from you.

Warmest regards

Chrissie Lightfoot

The Entrepreneur Lawyer

(of the naked kind)

dedicated to YOU

...and the wonderful life YOU choose to create and truly live in this extraordinary world...

foreword

Late one evening, still at my desk, I had a phone call. A recruitment consultant, or headhunter, or £outstanding as a colleague used to call them, with an American accent, told me she was seeking someone in my area of law for a leading firm. A salary that Croesus would hardly have dreamt of. Did I know anyone who'd fit the bill? Perhaps I would? Only one condition: a fully transportable following of at least a million. Sterling. Per year. Would that be a problem?

Merely knowing the law is not enough. I naïvely thought it would be, and perhaps 30 years ago I was right, but anyone trying to make a career in the law now needs other skills. Either knowing the law is a given, or it doesn't matter, because often all that's needed is a way to lay off risk. But your chances of success will depend on who will buy into your knowledge of the law, or lay off their risk onto you. We all have to be – or try to be – rainmakers. Like it or not (and I certainly don't), we are all in business, and success in business doesn't come from knowing more about your product than anyone else, or even from having a better product than anyone else: it comes from turning contacts and prospects into clients, and keeping them.

We all have to sell ourselves - and if that has unsavoury undertones to you, I share your discomfort. Whether our profession is the second oldest, or comes in somewhere after spying, medicine and engineering, it's impossible to ignore similarities with the oldest one. Fortunately, the similarities don't run too far, but lawyers who wish to avoid the equivalent of walking the streets around King's Cross need a reliable collection of clients whose idiosyncrasies they understand, plenty of referrals and a flow of new prospects. It is the rainmakers who will flourish in the modern legal profession.

I can talk the talk, but walking the walk is another matter. Of course, the world is full of people who tell you they can teach you how to do that – but in my experience that's never going to work. Transforming oneself from a technically competent (or even brilliant) lawyer into a successful practitioner requires not just a few teachable skills, it needs a fundamental change in your outlook. I can be given all the knowledge in the world about pole-vaulting, but I'm never going to be able to put it all together and sail over the bar. I'll be forever stuck in the zone where the pole stops me clearing what I could do as a high jump. I'm in a place so far removed from Sergei Bubka that I'll never get close.

Of course, we can train our bodies, acquire the muscles we need to launch ourselves into the air, build up our speed on the runway, plant the pole accurately. In my case, perhaps with effort I could work out how to arrive at the take-off point on the correct foot. We can splash out on expensive equipment. But our minds wouldn't automatically shift to the right place too. That might need a different sort of coaching.

Sales and marketing skills are not inherent in a lawyer's make up. Perhaps we actually became lawyers because we lacked what it might take to be a salesperson, a politician or an investment banker. If we are going to get into the right mental place to make rain, we'll need to leave our comfort zones. And the perfect inspiration to get us out of our comfort zones is Chrissie Lightfoot. She's already been a solicitor but found that she wasn't content to settle for the comfortable life. She wanted more from being a solicitor than just law: she was one of the few natural rainmakers to find their way into the profession.

So, how to get out of your comfort zone? A bit like pole-vaulting, there's no gradual way to do it. You're either vaulting, or you're not. Jump in, throw caution to the winds, and perhaps like the ancient Greek athletes, get naked.

No, I don't mean literally. The world is not ready for lawyers publicly disrobing in large numbers. It probably never will be, not without some radical changes in the physical condition of the average lawyer. But Chrissie takes the nakedness metaphor, calling her 12-volume set of books "*the naked lawyer*", and squeezes every last drop of value from it. This is on-the-edge stuff, not for the faint-hearted: even for the liberally-minded it might sometimes be over the top. But do you know what? It got me reading (nothing like the promise of something vaguely sexy to do that), got me out of that traditional lawyerly comfort zone and, having engaged my attention, kept it.

I'm not going to talk about the lessons you will learn from reading these books, the changes they are likely to make to your outlook, even to your life. I'm not going to reveal what Chrissie wrote that caused that lightbulb moment, bringing home what was wrong with me all along. No, definitely not. You'll have to read it for yourself, and see whether the lightbulb comes on for you too somewhere.

I'm just going to say that the author of a book about sales and marketing who compels you to read it as strongly as *the naked lawyer* does clearly knows a thing or two about rainmaking.

Peter Groves, IP Lawyer (30 years experience), author of 'A Dictionary of Intellectual Property', London, UK.

introduction

I'd always had a penchant to be a lawyer from a very early age. It wasn't the Perry Mason, Ally McBeal, Boston Legal or Lord Digby Jones² portrayal of the profession that attracted me. It was pure challenge, strategy and frustration...

After all, the reality is that the perception of a lawyer and the legal profession remains as someone or something that we need usually in a stressful, difficult situation/time and that (as a buyer of legal advice/services) you're going to get whacked with an expensive bill for a piece of work that you don't understand for the privilege of not being communicated with very often throughout the process.

So, why would I want to be tarnished with the same brush? Simple, I saw opportunity. I saw change, innovation and the digital age on the horizon.

early twenties treadmill

The thought of being a lawyer in my early twenties made me cringe mainly because I wasn't ready to jump on that treadmill at that particular time. No offence intended, I hasten to add, if you are a budding lawyer, that is, a trainee solicitor, trainee lawyer or trainee attorney. That was a different era and decade, remember (1990s)?

I actually believe that if you are about to enter the profession right now, it is a wonderfully exciting time as the way in which legal advice and services can be delivered has a great deal of scope, variety and opportunity for you.

But I always felt that I would acquit myself better once I'd experienced 'business'. Hence, I went off and did a load of other interesting stuff instead first.

I knew that one day I would be a lawyer. I am now, having come to the legal profession in later years, albeit I am not practising at the moment, of my own choosing. I might again in the future, who knows?

law matters in business

The fact of the matter is I always had to deal with legal matters in my business affairs. I was particularly interested in how the law could be used to benefit one's business and personal goals.

For example, if you've got great intellectual property how do you make it work for you, such as, exploit it (Bill Gates was/is a master at this) and protect it? Or, how do you structure a company from day one if you know you'll want to exit with minimal taxation implications, as well as how to motivate and reward employees tax efficiently along the way?

2 <http://www.digbylordjones.com>

not a pretty picture

Bottom line, my dealings with lawyers throughout my portfolio career and in my businesses before entering the legal profession did not paint a pretty picture. I felt, and knew, from personal experience and those of my entrepreneurial colleagues, that there was a LOT of room for improvement in the delivery of legal services (on many fronts and in many ways).

For example, there was/is a major gap between the lawyers' picture and the entrepreneurs' picture of what great client service was... and is.

going naked native

And therein was my calling. I felt that 'going native' would help me understand 'why' lawyers behaved the way they did so that I could serve the entrepreneurial client in a better way.

Having gone native, I do now understand.

Throughout the legal profession per se there is a lot of history, tradition, conservatism, outmoded models, structures, regulation, Luddite³ mentality, fear, ignorance, arrogance and egos rattling around which can make the job of a 'digital age lawyer' very pressured, stressful and frustrating, invariably affecting the level, quality and type of legal service provision.

It is difficult for the lawyers who 'get it' practising within the legal profession, to help bring the profession kicking and screaming into the 21st century to deliver top notch client service when their colleagues are still stuck in their Dickensian ways.

Don't get me wrong, there are bastions of entrepreneurial legal service and advice to be found and there are indeed some awesome entrepreneurial lawyers in the field that 'get it' and are committed to delivering service excellence.

These are the kind of lawyers who aren't afraid to be naked. That is, even though they may feel vulnerable by stepping out of their comfort zone, they recognise that they need to leave their ego at the door. They manage to strip away the usual bravado and can identify and empathise with the person standing in front of them in a way which makes the client feel comfortable and truly cared for.

With the naked lawyer, what you see is what you get.

Clients like that.

This is what makes one proud to be a lawyer in this respected profession.

But it's the exception rather than the norm. Unfortunately outstanding client service is still a rare occurrence in the legal profession.

Am I right?

³ The Luddites were a social movement of British textile workers who resisted and protested to the changes produced by the Industrial Revolution

a greater calling

I entered the legal profession with an open mind as experience up until that point had taught me that theory and practice do not always meet.

I also felt that entering the profession in later years meant that I could put the transferable 'soft skills', namely, all that 'fluffy stuff' such as client care, customer service, emotional intelligence, researching, marketing, networking, selling, persuading, negotiating, wooing, relating, branding, communicating, innovating, commercial savvy, management and leadership acumen into practice for the benefit of the client and those whom I served in the firm.

If I enjoyed the day-to-day work, then maybe I'd stay. At the very least, whether I did or not, if I felt I needed a new challenge (more likely), I also knew that the training – knowledge, skills and experience – would help me be a better businesswoman so I could benefit others.

Being 'legally qualified' was another skill to add to my entrepreneurial professional skills handbag.

I was privileged with the opportunity to 'legally serve' entrepreneurs for a while alongside one or two lawyers who did 'get it'... until a greater calling beckoned whereby I could utilise my true talent for the benefit of many, rather than a few...

entrepreneurlawyer

And so it came to be.

[EntrepreneurLawyer Limited](#) was founded recently in a bid to help lawyers and entrepreneurs come together in a positive way.

totally naked

The naked lawyer eBook comprising all 12 Volumes, which contain the full ROAR model (ROAR – Reach Out And Relate), is the sum total of my life's knowledge, experience, skills and talent that I wish to share unreservedly with those of you who want to take control of your career, business and life in a positive way.

I hope you find it enlightening and that it brings you many hours and years of both professional and personal development, success and fun...

Enjoy!

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the naked lawyer®

RIP - announcing the ROAR model



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Reach Out And Relate

what's the problem?

entrepreneurs are from Venus and lawyers are from Mars

Practical experience, in both the business world and the legal world, has led me to conclude that 'Entrepreneurs are from Venus and Lawyers are from Mars'.

A gross, general and sweeping statement you may think but, having had a foot in both camps – as a lawyer for the past six years and entrepreneur legal advice buyer for twenty years – I reckon I'm entitled to say it.

And the following...

In general (with some exceptions), I feel that we lawyers are absolutely useless at looking after clients' real needs and expectations.

When all that the client wants is to be made to feel special, to be understood, to be charged a fair price, to be treated like any other customer would be treated in any other industry and yell, 'I'm a name, not a number', law firms and their lawyers (partners) have arguably exploited their privileged positions for many years.

Go and ask any buyer of legal services. Am I right?

I cringe at the thought that lawyers see clients as 'fees' and that the lawyers within the firms are called 'fee-earners'.

Shameful.

I also cringe at the mindset within the higher echelons of the legal profession which, by and large, still treats its lawyers in a similar fashion to its clients.

Believe me, we 'junior' lawyers also wish to cry out, 'I'm a name, not a number'...

I remember my 'code' for the time-recording system where I worked as a lawyer was AB1.

What's all that about?

Old hat, insensitive, inappropriate, that's what. For the client and us – the grinders' monkeys. AB1 made me feel like a robot. Star Wars' C3PO would have been proud, no doubt!

changing landscape

I've already said that the perception of a lawyer and the legal profession remains as someone or something that we need usually in a stressful, difficult situation/time and that, as a buyer of legal advice/services, you're going to get whacked with an expensive bill for a piece of work that you don't understand for the privilege of not being communicated with very often throughout the process.

Until now... perhaps...

The 2008-10 global recession, combined with the Legal Services Act 2007 (LSA) or Tesco Law⁴ as it is sometimes known, and alternative business structures mean that increased competition from client-centric major players, 'DIY free legal documents providers' via the internet and virtual law firms will all challenge the legal profession's established engagement model, increase client confidence and levels of expectation and set high new standards in customer service.

Throw the enlightened consumer, digital era and technological advances over the past few years into the mix and what have we got? The lawyer's traditional way of life and 'the firm' under threat; 800 years of history is due to come to an end when the reforms of the LSA take full effect in England (October 2011).

Recently [Alastair Moyes](#) of Marketlaw stated that, 'law firms need to work hard in the face of commoditised legal providers'. In April 2010 he bravely stuck his neck out and suggested that we, today's lawyers, need to embrace radical change and reinvent customer service to avoid our industry, 'becoming the nearly dead dinosaur that the US car industry became'⁵.

I reckon Alastair made two very poignant points.

Let's face it, we lawyers can no longer afford to be Luddites because the transformation of how the world of legal business operates is already underway.

If we consider Professor Richard Susskind's predictions in relation to the role of lawyers and law firms in the new world of consumer legal services (detailed in his provocative 2008 book, *The End Of Lawyers?*)⁶, there is further change on the horizon.

The predictions detailed in Susskind's 1996 book, *The Future of Law*⁷, have already come to fruition. Perhaps we should heed his recent prediction that the market is not going to tolerate costly lawyers for jobs that can equally or better be undertaken by less-expensive workers or through smart systems and processes.

Enter 'de-lawyering' (passing work to paralegals), 'disruptive' technologies (computerised systemising, packaging or commoditising), entrepreneurial alternative providers and streamlined law firms.

It's now 2010. What Susskind wrote about in 2008 we are currently witnessing.

4 The LSA reforms the way legal services in England and Wales are regulated. In essence the reforms place the consumer interest, 'at the heart of the regulatory framework'.

5 <http://www.lawgazette.co.uk/blogs/in-business/time-solicitors-reinvent-their-customer-services>

6 Susskind, Richard, *The End Of Lawyers? Rethinking The Nature of Legal Services* (Oxford: OUP, 2008)

7 Susskind, Richard, *The Future of Law: Facing the Challenges of Information Technology* (Oxford: Clarendon Press, 1996)

To quote *Neuromancer* author William Gibson, whether we like it or not, 'the future is here... it's just not evenly distributed yet'⁸.

It begs the question, will traditional lawyers be needed?

The answer, you're no doubt pleased to hear (lawyers, although moot for entrepreneurs), is that it's not all doom and gloom.

Susskind believes that some tasks, for example those requiring deep expertise or interpersonal communication, will still require the traditional lawyer. Furthermore, as to whether law firms can survive, he believes that entrepreneurial law firms will not see threats in all of these developments and some will actually find opportunity.

I would add that entrepreneurial lawyers recognise this and have already begun to act. You will identify these lawyers as beacons of light blazing a trail in customer service excellence and innovation while doing battle with colleagues who are stuck in their Dickensian ways.

Inertia and resistance to change always reminds me of Einstein's view that, 'great spirits have always encountered violent opposition from mediocre minds'.

I passionately believe that traditional lawyers, entrepreneurial lawyers and the next generation have a wonderful opportunity in this enlightened, consumer-led digital era to become 'super lawyers'.

rise of the super lawyer

What do I mean by 'super lawyer'?

Let's propose that the most expensive piece of real estate is what lies between our ears – 'deep expertise', Susskind calls it. I call it 'lawyerly intellectual capital' (LIC)); and that there is LIC too complex to be commoditised (which there undoubtedly is), requiring both interpersonal communication and intrapersonal communication.

Accordingly, LIC is where the true value lies. Arguably, what we need to ensure is that we can effectively communicate that LIC is what the consumer needs, wants and desires of us. Enter 'soft-skilling' to improve our powers of persuasion, communication, relationship building, conversation strategy, marketing, cross-selling, up-selling and selling per se.

If technology can take away as much grunt work as possible and leave the real LIC of value to the super lawyer, then that should be something we welcome, right?

8 William Ford Gibson (born 1948) is an American-Canadian writer who has been called the "noir prophet" of the cyberpunk subgenre of science fiction. He coined the term "cyberspace" and popularized the concept in his debut novel, *Neuromancer* (1984). In envisaging cyberspace, Gibson created an iconography for the information age before the ubiquity of the Internet in the 1990s. http://en.wikipedia.org/wiki/William_Gibson

To survive and thrive in the years to come I propose that a paradigm shift is required in the mindset (thinking), behaviour, actions, focus and expectations of both the law firm (partners/owners/directors) and the existing practising lawyers and next generation of lawyers.

As both a lawyer and an entrepreneur (legal purchaser), I believe that the lawyer's role is not just about being technically proficient in the use of words (drafting and advising) – it's much more than that.

Actually being able to truly RELATE and care about the client and his/her business and/or predicament is fundamental to what true lawyering and LIC is all about.

Extraordinary relationships and customer service will be the holy grail at the heart of the successful super lawyer. Building an enduring value relationship with the consumer, utilising 'fluffy soft-skills stuff' combined with a total consumer-centric focus, is where the real value will be for the lawyer, law firm and consumer of today and the future.

All of the above may actually just give the legal profession a *raison d'être* in the digital world.

I wholeheartedly believe and advocate that the legal profession needs to welcome innovation, embrace radical change, reinvent customer service and work hard and smart in light of the inevitable commoditisation and evolution of legal provision.

However, I seriously question whether established law firms and 'traditional lawyers' are geared up, positioned and truly prepared for the competitive challenges ahead.

Are we confident that we already possess the skills required to become super lawyers?

If not, the godsend is that with ever-increasing availability and acceptance of the delivery of soft-skill coaching to the profession there is help at hand.

wakey wakey

I don't for one moment think that we lawyers will become extinct.

Not all legal advice, services and provision will be commoditised. It's not possible, probable or even desirable.

But I do agree with one anonymous contributor to a Law Society Gazette blog post recently who aptly stated, 'It's not the End of Lawyers, it's the End of Law Firms as we know them. They just don't know that yet.'

The tide has turned.

The legal profession is now experiencing the dawn of a real buyer's market and the dawn of a much needed 'soft skills' age.

In this new era where supply is outstripping demand, clients (customers/ consumers) are now setting the agenda and becoming much more discerning about their choice of supplier at many levels.

No longer is it merely about ‘what’ you do as a lawyer; but to the customer ‘how’ you engage with them... ‘how’ you communicate with them... and ‘how’ you add value to their relationship with you.

It’s because of the present and future trend in the ways in which the buyers of legal advice, services and provision can choose who, where, how, why, what and when they wish to purchase legal products, that we lawyers need to arm ourselves with ‘soft skills’ in order to prepare and position ourselves for the evolution, and arguably, revolution of an outdated profession. I shall return to and address this comment in further detail in *the naked lawyer* Volume 12: XXX rated – tomorrow’s lawyer.

Hopefully, as both legal service buyers and lawyers increase their understanding and improve ‘the relationship’ between them BOTH parties will be happy with the outcome – improved cost effective, time effective and time efficient legal provision which creates value for both the buyer and the lawyer.

The gap between the legal world and the business world needs to be bridged and this is the decade of opportunity in which to do the very same before our white-collar jobs become so disembowelled that we find ourselves surplus to requirements⁹.

There are lawyers and entrepreneurs in abundance... but there are few entrepreneur lawyers and entrepreneurial lawyers at present to serve the growing numbers of entrepreneurs (legal advice buyers).

Reinventing customer service will require every lawyer (every traditional lawyer, entrepreneurial lawyer and next generation lawyer) to embrace and action a consumer-centric mindset and behaviour – a paradigm shift in most instances. Scary as this might seem, failure to do the same may well mean that ‘the end of lawyers’ could actually come to pass – for some traditional lawyers.

Nils Montan, a practising IP lawyer in the USA for over thirty years believes:

the traditional paradigm of law practice really needs to change to face the challenges of our times. Actually, it needed to change a long time ago and most of us knew it when we started to practice, but many of us had our spirits crushed by the ‘system.’ I say ‘viva the revolution.’¹⁰

Contrast Nils’s view with the one allegedly doing the rounds here in the UK, where a ‘mature’ long serving partner (of Nils’s age) on the subject of all this ‘upheaval’ was heard to say something along the lines of , ‘I’m glad I’m old and won’t have to deal with all this change. I’ll be out in a year or two, thank goodness.’

9 A reference to *the naked lawyer*, Volume 2: wakey wakey rise and shine, in which I refer to Tom Peters’s heart-stopping prediction that 90% of white-collar jobs as we know them will be disembowelled by 2020; Tom Peters & Martha Barletta, *Trends: recognize, analyze, capitalize* (New York: D.K. Publishing Inc.,2005)

10 A quote by Nils Montan: <http://entrepreneurlawyer.co.uk/products-services/ebook>

Sad. What a shame.

At a time when the next generation of lawyers and consumers could actually benefit from the knowledge and wisdom of the ‘traditional lawyer’ this particular individual has had his lot. He no doubt enjoyed the spoils and riches of his past forty years in practice – wandering through the blessed wilderness in the good times. But when the going gets tough, he ducked out.

It’s little wonder the legal profession is perceived as it is.

Hey-ho, good riddance I reckon, with an attitude like that. Make way for generation ‘Z’ where a fighting, bold, positive, ambitious, energetic and progressive attitude will see the legal profession onto bigger and better things for the benefit of the consumer.

By the way, Nils is sixty years old.

Lawyers who ‘get it’ are not fazed by life stage, new challenges or new technologies. They embrace it.

we’re all tombed

Perhaps the most famous epitaph in the world is the one alleged to be on the tombstone of WC Fields. As an everlasting reflection of the love-hate relationship with his ‘beloved’ hometown Philadelphia, his epitaph reads, ‘All things considered, I’d rather be in Philadelphia’.

Wearing my lawyer hat, as I contemplate the threat of our possible extinction – RIP - all things considered, I think I’d rather be a super lawyer. Wouldn’t you?

why am I writing the naked lawyer?

If you’ve read the previous section you’ve probably figured out why I’m writing *the naked lawyer*.

It’s timely, it’s needed and it’s bang on the nose to help ambitious professionals and business people like you fast-track your way through a decade of uncertainty, challenge and opportunity.

who am I to tell you how to market, brand and sell YOU?

Truly, who am I to share with you how to market, brand and sell yourself in a bid to get more clients, sales, referrals, income, value, growth and success whilst assisting you with choice, change and control in both your career and life?

Furthermore, why listen to what I have to say?...

For a bit of background, feel free to check out ‘about the author’, the introduction, my [track-record](#) and [profile](#) to give you some comfort as to [who I am](#).

This information will give you a feel for my professional experience, knowledge, skills and talent which just might be of benefit to you. That's for you to decide.

Of note, I may actually be the first entrepreneurial trainee solicitor in the UK to successfully create a personal brand together with devising a refreshingly unique relationship building, relationship sales and relationship marketing approach which achieved impressive marketing and sales results.

This was achieved using soft-skills which appealed to prospective clients and referrers. It involved mixing traditional and conventional marketing and sales methods, techniques and systems with new, unconventional and innovative techniques – the ROAR model – revealed and documented herein.

Throughout my final year as a trainee solicitor and since founding EntrepreneurLawyer (a period of a little over a year during the 2009 recession), I generated and referred £562,000 of new client legal work enquiries.

You're probably thinking I'm bragging or maybe you're even grumbling, 'so what?', 'big deal!'

Please permit me to continue and hear me out...

I am NOT sharing the above to impress you, rather to impress upon you that there are opportunities to significantly enhance YOUR career prospects and options, add value and income to the company you serve and possibly even increase your own income (whatever stage you are at in your career), sense of achievement and personal fulfilment, by following the proven blueprint sales development ROAR model contained here in *the naked lawyer* eBook series.

If you need, want or desire to get more clients, sales, referrals, income, value, growth and success (any or all of these) as an individual or as an entity, then *the naked lawyer* will help you.

Simply put: if I did it, then why can't you?

I came to the legal profession in later life – working in a mid-tier established law practice in Leeds, England (2006-09) – with prior marketing, sales, business development and innovation experience and responsibility, having worked in the management consulting, new media and leisure industries.

Achieving the above had absolutely nothing to do with my age or experience, but everything to do with my skills, mindset and attitude – 'soft skills' – the subject of *the naked lawyer*.

The great news – soft skills can be learned.

If YOU can learn to do what I did (and do) whatever level or stage in your career you are at, and you amplify the same by each and every individual in the firm then what have you got?

Hmmmm... just imagine the company wide group dynamic potential...

I'd love you to benefit greatly from *the naked lawyer*!

Before entering the legal profession I knew that to survive and thrive, simply being a technically excellent lawyer was not going to be good enough (at any stage of my legal career) to deliver extraordinary client service and be successful in the digital age.

When the global recession hit in Q3 2008, it was patently obvious to me that technical expertise alone was not going to guarantee that I would distinguish myself and those in the firm whom I served from our peers in the legal world, be able to bring in new clients, achieve sales and even perhaps secure my and/or our future; I was a trainee solicitor at the time.

I knew deep down that I needed to be *present and available* for our potential clients (and existing clients) where they were then and would be in the future... and that meant venturing into social media, social networking and the 'trending' platforms.

I use the word 'trend' as there is some disagreement in both the business world and legal world as to whether social media and some of the platforms are fads or trends.

'Fad' or 'trend'? Who cares?! If it works, does it matter? Why not just 'give the tools a go' which are obviously causing a buzz in the present?

I've always found that trying new stuff can bring things whizzing out of left field that I just didn't see coming. And usually when you're one of the pioneers, leaders, front runners and, dare I say it, 'risk takers', you steal a march on your competition.

Oh, and by the way, the new stuff usually works and you get to ride the wave on the up – where it counts most. When the next wave comes along you're already positioned to jump onto it whilst your competitors remain frothing around and drowning in the previous one.

I wouldn't say that I was an early adopter of social media (by business world standards) but I wasn't late either. However, I was probably one of the earlier adopters in the legal world.

I joined LinkedIn in October 2008 as I could see the marketing and sales potential, particularly in relation to building relationships and networking with local, national and international professionals and potential clients; you never know where an opportunity may come from for you and how you can benefit your clients and referrers.

I also observed that the platform could be useful to:

- a) Garner market knowledge and awareness;
- b) Raise the brand profile of the company and those for whom I worked at that time ('Brand,Firm'); and also my own personal brand ('Brand,Me') – more about this in *the naked lawyer* Volume 4: getting under your skin;
- c) Identify new referrers of mutual benefit;

- d) Target market;
- e) Find suppliers/experts to assist our clients and the company; and
- f) Potentially meet new affiliates, associates, referrers and ultimately clients.

I started tweeting and 'facebooking' in 2009 and I would say that I am now a self-confessed, fully fledged social media and social networking junkie; check out *the naked lawyer* Volume 6: social savvy junkie.

status quo doesn't rock anymore

I've always been rubbish at standing still, would and will not accept 'that'll do', taking orders, doing as I'm told, etc.

Not because I'm insubordinate, disrespectful or a rebel – at least I don't think so.

But simply put, I have an attitude; an attitude which SUUUCKS – more about this in Volume 2.

It's the kind of nefarious attitude emanating from an enquiring, curious and analytical mind that's always probing, 'why are we doing it this way?', 'why don't we do it this way instead to save money and/or time?', 'how can this be improved?', 'why not try this?' and 'what's next?'

Status quo is not the ticket to evolution, in my book (figuratively speaking). It's certainly no longer viable, feasible or sustainable for the legal profession in a digital, fast-moving consumer-led world.

Continuous improvement and innovation is where it's at. Inevitably this means 'change'. I reckon if it was good enough for Socrates, Charles Darwin, Armand Hammer, Leonardo Da Vinci, Albert Einstein, Tim Berners-Lee, Steve Jobs and Bill Gates etc (beacons of inspiration for independent thinkers) it's certainly good enough for me and ought to be for the legal profession.

Possessing 'vision' comes naturally to me. Some of you (lawyers) may think it's a curse, as vision may be misconstrued, wrongly, with 'risk'. I actually believe it's a blessing – albeit that I've always been at least five to ten years ahead of my time and it's not always been a good thing! But let's not go there – at least not in this eBook.

I also believe that if we have a gift and/or a natural talent (such as vision combined with knowledge, experience, skills and talent), then we should share it... and make it count. What the recipient does with the knowledge imparted is up to them.

We are, after all, each blessed with the greatest gift of all... choice.

'Choice', 'change' and 'control' is why I'm writing this eBook.

just sit there and do as you're told

In my role as a trainee solicitor in 2008-09 I had a choice.

For me, stepping into the legal profession after experiencing the leisure industry, new media industry and management consulting industry in my capacity as an employee, entrepreneur (business owner) and consultant – with their new world cultures, innovative business approaches and models, and in some cases, horizontal structures – was like stepping back to the land that time forgot.

I arrived into a new world. But it was an old world. An alien world at least ten years behind the world from which I came. Again, I will share more about this in Volume 2. Yet it was (and is) a world ripe for innovation. And that is why I was there... and am here now.

But I wasn't prepared for just how 'old world' it really was... and is. If any of you remember *The Pickwick Papers*¹¹, I liken it to the very same. And that was just the physical appearance.

Dealing with the mindset of the lawyers (colleagues and superiors) was a whole new ball game for me. I'd never experienced such parochialism and resistance to change before.

I suffered from shell shock for the first six months. Wilfred Owen¹² would have had a field day.

Someone said to me once that law firms like their candidates (trainees) to come 'oven-ready'. Meaning ready to be moulded into 'the firm' way; the kind of mentality which is 'this is the way we do things around here', without even considering that there could be a better way that the new intakes could bring into the fold.

The whole experience reminded me of the Jack Nicholson movie *As Good As It Gets*. Those inculcated into the legal profession having not experienced any other environment were undoubtedly accepting that, 'this is good as it gets' – totally oblivious to the fact that there are much better ways to do things.

I remember vividly a discussion with a colleague in which she said, 'I hear the same complaint about you Chrissie. You're so focused on marketing and sales. Why can't you just sit there and do as you're told like the other trainees, Mary-Ellen, John-Boy and Jim-Bob?', meaning sit there and do the legal work; which I was doing in addition to the marketing and sales 'fluffy stuff' above and beyond the call of daily duty.

We were at the start of the global recession. Go figure? You don't have to be an Einstein to work out why I saw the need to use some marketing and sales initiative. And these people are supposed to be the 'intelligentsia elite'?

Duh!

11 *The Pickwick Papers* is the first novel by Charles Dickens.

12 Wilfred Edward Salter Owen (1893–1918) was a soldier in the first world war. He was one of the leading British poets whose realistic war poetry focused on the shocking horrors of the trenches and its effects.

But some traditional lawyers just don't 'get it' because if truth be told they don't know any different. How could they? If they've never worked in any other industry save the legal profession how could they possibly know how good it could get?

Entrepreneurs, business people – I'll let you answer that one.

Horrified I was questioning 'is this as good as it gets?'

I could either 'put up and shut up' – be another trainee clone in the old way and learn the old outdated 20th century ways of the forefathers – NOT – since they were already five to ten years behind the rest of the business world – or I could do something positive and innovative; cut a new way with a 21st century approach and add some value wherever possible.

I chose the latter.

The colleagues who 'got it' were grateful. Who wouldn't be in the middle of a recession if a trainee took the initiative to help bring in more work?

I couldn't just sit there. Could you? If your future and your colleagues' futures were at stake and a gaping opportunity to serve new clients was apparent?

I made the right choice... in spite of resistance and 'cold shouldering' from the old guard.

The majority of fellow trainees, qualified lawyers and partners couldn't understand where I was coming from.

But clients did.

As a result, today I am able to share with you the power of *the naked lawyer*.

eat my dictaphone

I had a similar 'difference of opinion' with another colleague on the ways of how to improve existing marketing and sales approaches and activities within a law firm.

This will happen to you too no doubt at some point in your career, as it's just not possible to work in a law firm (or any company for that matter) and for everyone to agree.

Utopia does not exist – unfortunately.

In a bid to help the firm generate more work from new clients and extend the referral network, for a while I took the initiative in getting up at 'daft o'clock' to attend a business breakfast meeting each week, before the daily technical law grinder's monkey fee-earning work kicked in.

Like most business clubs you have to 'suck it and see' and stick with it for a period of time to build equity with fellow referrers by giving, giving and then giving some more.

Having done this in previous businesses and roles prior to entering the legal profession I was confident that it would deliver results.

One of my colleagues who had ‘dabbled’ in this very same marketing and sales approach was less than convinced. He was rather cynical if truth be told. That’s fine, I thought. No problem.

He said to me one day, ‘if you get any sales from that I’ll eat my dictaphone’.

A month later I sent him an email stating, ‘I’m popping out for lunch. Do you have any particular preference for the flavour or colour of the cherry to go with your dictaphone?’

The lesson? Just because a particular method or approach may be poooh-pooohed shouldn’t stop you from doing what you believe in. It just might work.

In this instance, it did... it does... and I’ll show you how. Keep reading...

naked straight from my mind

I’ll be honest with you.

The naked lawyer is proving a hard thing to write as lawyers2B, those already in the legal profession, legal education providers, suppliers and referrers to the legal profession, buyers of legal services and entrepreneurs (and by this I mean business people) have shared their personal views with me in relation to the present and future state of legal provision, customer service experience and desires, and relationship building trials and tribulations.

I am attempting to be the mouthpiece for entrepreneurs and other buyers of legal services who would really like to tell us lawyers that we’re a bunch of arrogant, egotistical shysters and we really need to get our act together.

I’m also trying to convey the thoughts of lawyers (and partners) at different stages of their careers – some/most of whom are pretty hacked off right now for one reason or another – and marketing/business development/customer service managers within law firms – some of whom are also frustrated for one reason or another but can’t say it because it would be like pressing the professional suicide button.

And I’m burdened with the frustrations of the suppliers to the legal profession who appear similarly hacked off because lawyers take so darn long to make a decision – if ever; the majority of firms are still run like a committee rather than a business. Lucky if the suppliers get any bloomin’ decision at all because the partners are either reluctant to get off the freakin’ fence or can’t convince their co-partners to.

So, I see it as my role to say it for you all since I am in the fortunate position of not having to answer or kowtow to anyone. I don’t need to worry about ‘speaking out of turn’ with the possibility of being thrown out of the legal nest for daring to challenge the status quo.

I have absolutely nothing to lose but everything to gain in helping to provide you with the solution to some of the problems noted in the opening section.

The ROAR model is a marketing, sales and relationship building model that will actually work for each and every one of you. It could be the solution.

You can shoot the messenger. That's OK.

But I know that lots of people think about a lot of really good stuff but never have the guts to say what they're really thinking.

Lots of people want to see change happen but don't have the nerve to stand by the courage of their conviction and do something about it.

And lots of people have wonderful, revolutionary, brilliant ideas but never act on them.

So, I'm going to attempt to cover the whole spectrum of readers and your possible/probable circumstances – albeit probably impossible to achieve the same – that is, age, gender, race, traditionalist, revolutionist, couldn't give a monkey's, glass is half empty, glass is half full, glass is overflowing and glass is darn right shattered. Holy grail or paper cup syndrome, stuck in a rut, rat in a cage, waiting for the right time to jump sideways, upwards or onto another ship or path.

To each of you I say that if you believe and feel that you're stuck and life sucks right now because you can't change your job, then it's time to change your mindset.

If you can't move, improve.

By improving you'll be better positioned for when the time comes – whenever YOU choose that to be.

generation 'Z'

Generation 'Y' and traditional lawyers watch out. I believe Generation 'Z' are already here.

They are the best and brightest legal professionals and business leaders of the day who are poised to revolutionise and trail-blaze in the legal world and business world.

You will recognise these individuals, who are extraordinarily hungry for success and desire a truly fulfilling life (in every respect) as they feel the change, see the opportunity, grasp the nettle to continually learn 'soft skills' and are happy to look and ask for help.

Fear, ignorance and/or arrogance have no place on their road to success.

They will be the industry leaders of tomorrow.

No matter what stage they are at in their legal or business career, they will grant the next generation of professionals the same degree of respect, understanding and opportunity to grow and develop in the exciting industry which they will create.

do you need to read the naked lawyer?

‘No’ – if you’re not willing to listen and truly hear of a way that just might help you improve your situation, then don’t bother.

‘Yes, absolutely’ – if you’re curious, intrigued and want a better way (whatever you perceive that to be). For I know the ROAR model works because it worked (and continues to work) for me and I am therefore unwaveringly confident that it could work for you too.

naked straight from my heart

Most writers are reserved in their writing style, tone and approach for fear of causing offence, being rebuffed, receiving negative feedback and being vilified.

Sorry, not me.

If you don’t like what I’m saying or don’t want to hear what I’m saying, then that’s OK. Ignore me.

Confine me to the bucket labelled, ‘that bird is talking a load of hyperbole tosh’, bang the lid on tight and don’t ever let me out. No worries. I won’t be taking it personally. It’s your choice.

If you do ‘can’ me, it’s not going to faze me.

I’ll tell you why.

Because I know that there is a groundswell of legal and business people who already think, feel and act as I do because they recognise that change is here and more needs to come.

It’s no coincidence that I have been contacted to assist a wide spectrum of people and institutions, ranging from fledgling ambitious young legal professionals to established and esteemed top-level barristers in helping to develop their practice, educational establishments and consultancy companies (in devising ‘soft skills’ programmes and ‘partnerships’).

If I can help even just a handful of you, then the vilification will be worth it... and most of all, I’d be honoured.

Why?

Because I’ve stood in your shoes as a law student, trainee solicitor, newly qualified / junior / assistant / associate solicitor equivalent (in a previous business role) and am standing in your shoes as a business owner, supplier, referrer and buyer of legal services (past and present).

I know how it feels and I understand when:

- As a law student you’re studying like crazy, tired, stressed, pressured, in debt up to the eye- balls, uncertain of your future, with no guarantee of achieving a training contract or what the landscape is going to be like once you ‘make it’ into ‘the firm’;

- As a trainee you still have all the same concerns you had when you were a student, plus you're unsure as to whether you're going to be 'kept on'. The salary, progression, opportunities and development you thought were likely may have altered due to the past couple of years i.e. the knock-on effect of the recession bashing the legal world;
- As a newly qualified solicitor you may share similar concerns as the trainees and students (still got a load of debt perhaps and it's likely going to take much longer to pay it all off), plus you may have had to settle for practising in an area that your heart isn't really in but 'it'll do' because what alternative is there right now?;
- As a junior/assistant/associate solicitor, you may well have the same thoughts as all those who came before you:
 - eager to progress but perhaps limited opportunity;
 - tired of standing still, being overlooked, passed over or having the carrot dangled in front of you with the promise of partnership which seems elusive in the present;
 - you may not even be sure you want partnership anymore because it potentially offers more liability than benefit at present;
 - perhaps you're even thinking, 'there's got to be a better way?' as the LSA kicks in big time; and
 - you may even be thinking that you could fly solo right now, perhaps even join one of the entrepreneurial virtual law firms and potentially double your income. If you're at least three years post qualification¹³ and confident in your technical ability, practice in a field which lends itself to niche solo activity with a minimal amount of collaboration required with other areas of law, for example, commercial/IP law or employment law, have a support network of more experienced lawyers to help with the more complicated legal stuff (that is, consider sub-contracting where necessary) and, arguably, most importantly have the ability to get clients (and keep them), then becoming self employed may begin to look attractive;
- As a partner/owner/director, you may be worried about just everything right now. Fearful about 'holding things together' because you've invested your whole life (and money) into 'the firm' so far, possibly got a bank guarantee in place to secure a massive overdraft (either joint or several), a lease obligation like a millstone round your neck, co-partners stressed and sniping at each other because you can't agree on the best way forward and hacked off with suppliers that keep pestering you (who promise the earth to help turn things around but actually deliver squat) whilst you're trying to manage and juggle the day to day stuff – like doing some law, managing people, networking and buoying up the sales pipeline;
- As a sole practitioner/barrister (in chambers) you may no doubt share some or all of the above; and

¹³ It is a requirement in England and Wales under The Law Society and Solicitors Regulation Authority that a solicitor must actively practise for three years post qualification and satisfy leadership and management competencies before they can become self-employed.

- As a buyer of legal services you despair at the lack of customer service, end up chasing the lawyer for one reason or another, get passed from pillar to post, end up building a relationship with the lawyer's voicemail, are always wary of 'the bill' and 'what other costs are going to come out of the woodwork?', and most of all end up with black and white law rather than a commercially savvy legal solution befitting your particular circumstances.

Harrumph.

Question: Is this as good as it gets?

Answer: It doesn't have to be. You have a choice. You can seek change and take control. You can do something. You can improve yourself.

You can get naked – *the naked lawyer* soft skills education programme – is here to help you through the transition.

But it's not easy when you're out of your comfort zone and in alien territory. I know. You feel vulnerable – naked.

But that's OK. Because it's OK to be open, honest, transparent, grounded and with personality shining... HUMAN.

Clients like that.

Being human builds equity.

it's a box of frogs

A colleague once said to me 'Chrissie, you're as mad as a box of frogs'. I took that as a compliment.

She got me thinking.

Her comment reminded me of Pierce Brosnan in the movie *Dante's Peak* in which he plays the role of a volcanologist who is desperate to convince his colleagues that a town is in danger from a volcano about to erupt. He and his colleagues have been stationed there and tracking activity.

What Brosnan says is:

If you put a frog in boiling water it will jump right out (frog 1). But if you place a frog in a pan of cold water and heat the water gently over time, it will just sit there until it eventually boils to death (frog 2).

His message is simply this: If we'd arrived here today we'd know we were in trouble.

I liken this analogy to the transition occurring right now in the legal world.

If you've been in the legal profession for some time and are more of a 'traditionalist', you're probably like frog 2.

But from an outsider looking in, that is, a non-lawyer, or if you're an entrepreneurial lawyer, you're like frog 1.

Either way, the legal profession is pretty much like a box of frogs at this very moment...

It's a mix of frog type 1 and frog type 2, hopping around and not quite sure which way to jump in what one might describe as a 'Luddite v Evangelist' face-off.

Interesting times...

what you're about to experience

WARNING: whilst I will be dealing with serious matters by providing serious messages, solutions, material and ideas throughout *the naked lawyer*, you will no doubt have realised already that I have chosen to deliver the very same in a fun and informal kind of way.

new, informative, fun and sexy stuff!

In Volumes 2-12 you will note that I continue in this approach together with an 'adult' element and theme throughout. Kind of.

Don't get me wrong, it's all done in, 'the best possible taste'; I believe the late Kenny Everett¹⁴ would agree.

Why have I chosen this approach?

Well...

We read a lot of stuff, but more often than not cannot remember most of what we've just read. Key messages can be lost within a very short time frame.

Yet, we tend to be able to recall the things we read which tickle us...

It's as simple as that really, plus...

The approach is new, it's daring, it's risqué, it's fresh, it's innovative, it has a new way of looking at things, and in its own unique way it's kind of ground-breaking – certainly for the legal profession; a profession desperately needing to embrace new ways. As it is, generally speaking, at best it pays lip-service (on its surface), and at worst is stultifying in welcoming innovation and change.

Ironically, the approach which I speak of above, the approach of and within *the naked lawyer*, are all of the things we arguably need in this digital age, topsy-turvy era and transitional legal world right now.

I passionately believe we need to embrace change (because it's happening all around us whether we like it or not), try new stuff, take some risks, be bold, break into new territory, and strike a balance between the seriousness and fun in both our professional and personal lives...

So, *the naked lawyer* is going to be a delightful mix of serious information combined with fun and sexiness...

¹⁴ Kenny Everett (1944-1995), born Maurice James Christopher Cole, was an English comedian, radio DJ and television entertainer.

I have every confidence that when you work through *the naked lawyer*, you will understand and appreciate precisely why *the naked lawyer* is an apt title for this eBook, on both a serious note and a fun note...

‘Never judge a book by its cover’, eh? Pah! It’s not called *the naked lawyer* for nothing.

Truly, this is one book cover where you can rely on your sound judgement.

So, if you don’t wish to have a laugh, either at me or yourself, then *the naked lawyer* is probably not your cup of tea. Go and work through a hum-drum professional or academic personal development / self-help / marketing / brand / sales book or educational programme or workshop instead, perhaps? It’s your choice.

Only those of you with a real passion for a new and refreshing way of learning, with a sense of humour and with an appreciation for sex will truly enjoy it.

I am confident that we are many...

The world’s population is knocking on for seven billion.¹⁵ Enough said.

naked straight from my gut

In case you hadn’t got the picture by now, I’m not going to beat around the bush.

I’m just going to say it as it is. No nonsense. No sugar-coating. Pure gut-wrenching feeling.

I will reveal all... well, almost all... in a practical way.

This eBook is NOT going to be like the usual boring, dry-rot, scholastic, academic, management and marketing clap trap tomes. There’s a place for that – it’s called the law school and law firm library.

We’re going to have some fun, because when we have fun, we learn best.

But you haven’t got time to kick-back and leisurely read fluffy stuff. I understand.

And yet you want to progress... but you haven’t got time for all that flowery, touchy feely, waffle mumbo jumbo because you’re too busy; the clock is ticking, the billable hour is pressing. Tick-tock. Tick-tock.

You just want to get right down to the, ‘give me the hard, fast juicy stuff, thank you, so that I can get on with putting this sales stuff into action’.

So this is what you’re going to get. Lots of hard-hitting, practical quality goodies.

The naked lawyer goes beyond the popular ‘How To...’ kind of educational book gubbins.

¹⁵ World population currently estimated to be 6,870,900,000 by the United States Census Bureau.

You will find the series is information rich with timely tools to effectively solve an age old problem with a modern day solution; namely, how to market, brand and sell YOU when perhaps you're not a natural salesperson aka rainmaker.

AND, so that the read is both entertaining and informative, it will be peppered throughout to delight you with secrets and tales spun by an actual 'Naked Lawyer' prancing around in little law law land...

I'm going to share with you 'my story' whilst providing practical activities for you to undertake along the journey ahead as you read and 'work' through *the naked lawyer*.

Occasionally it will be supported with a little authority, theoretical waffle and example gurus on the appropriate subject where necessary – just for good measure, further substance and comfort I hasten to add.

12 Volumes

The naked lawyer is a quasi story, sales blueprint, life manual and workbook. In essence it's a workshop, but in an eBook, where you are free to attend and complete the activities totally at your convenience, leisure and pleasure; but at a fraction of the cost you would expect to pay if you were to attend a workshop programme of this nature over three to five days!

Throughout the twelve volumes I'm going to map out exactly what I did, why and how in the approach to, '*how to get more clients, sales, referrals, income, value, growth and success*'.

It literally will be a blueprint that you can follow, hopefully improve upon as you work through it and do extremely well for yourself and those for whom you work alongside.

ROAR – 3 musketeer models

The ROAR model is absolutely unique. And timeless.

You will not find it anywhere else except in *the naked lawyer*.

I will tell you why.

It was devised recently by me as a result of my experience and knowledge from different industries.

The ROAR model embraces three proven successful motivational, sales, and behavioural and communication approaches from the sport and leisure industries topped off with bits and bobs from my own innovations.

The motivational approach which ROAR embraces and celebrates is that of renown motivational guru – Jack Black – whom I came across in 2000.

The sales approach and model that ROAR utilises, in part, is that embraced by one of the most successful health club providers at the turn of the century, the leader in academy sales and professional development training and development – Cannons Health & Fitness Limited.

The behavioural and communication approach, model and modules which ROAR fixates on is that created and used by Gary Russell and Sir Clive Woodward of Winning Profile, successfully adopted and applied by Gary Russell for the past three decades in various industries.

I applied these combined approaches and models from outside the legal profession, within the legal profession, and sprinkled a few innovations within and throughout.

Hey, they worked.

They are a winning combination and formula. I shall reveal the details in relation to the combination and work through them with you in Volumes 2-12.

getting the most out of the *naked lawyer*

the umbrella for the rainy days

You can't deny that we've had a rough ride in the last 24 months. Business and life has been pants... for most of us... lawyers and business people alike.

It's been tough... and it's probably going to be tough for the foreseeable future.

But let's not despair and let's be positive...

As stated previously, I honestly believe that *the naked lawyer* could help you.

who will this eBook help the most?

Whether you're eager to get into the legal profession (either for the first time or to reclaim your rowing place on the good ship legal enterprise) or desperate to get out; or maybe you fall somewhere in the middle and are just keen and determined to progress; perhaps you need to have dealings with a lawyer and desperately do or don't want to; or maybe you're a non-lawyer who's keen to succeed in your career, business and/or life... (that covers just about everyone I reckon); then *the naked lawyer* is definitely for you.

In a nutshell, it's for you if you desire a truly fulfilling life; if you're looking to get 'unstuck' or you wish to prevent yourself from getting stuck at some point in your career(s) and life; if you're ambitious and wish to progress; if you're looking for a better way and are curious as to why and how; if you are 'open-minded' and open to wanting more choice, change and control in your career(s) and life; if you have the ability to laugh at yourself and if you enjoy learning in an informal, fun and entertaining way.

It's certainly NOT for the luddite, faint hearted, slacker or prudish.

For entrepreneurs and business owners, this eBook will be a fascinating read and insight into the present day legal profession as well as a unique and refreshing transparent sales blueprint that may well be relevant for you, your company, your industry and/or your sector too.

But, for sure, I reckon *the naked lawyer* will help lawyers (and ‘the professions’) the most, particularly, as the legal profession has experienced an unprecedented downturn and is undergoing a transition of a scale never before anticipated or experienced.

For the first time in legal history, a crash cut so deep that it affected almost everyone in the profession, even those who are about to enter it.

The pain is real... for all of us... financially and emotionally for the most part.

Many firms throughout 2008 to the present day have reduced hours, frozen salaries, reduced bonus pools, cut headcount, frozen recruitment, deferred entry for trainees, as well as drastically reduced training, marketing and business development spend – all in a bid to slash costs.

Some of you may even have re-trained to work in another area of law as a stop-gap with a hope to return to your chosen field.

Even though the industry battened down the hatches and is only beginning to open them up again, you may be reading this thinking, ‘this isn’t what I signed up for’.

I know. I’ve been there. I’ve sat in your seat and had your thoughts, concerns and worries. I mulled over the choices, contemplated change and ultimately took control.

So, what are you going to do about where you are now and where you’d like to get to, and how?

This eBook is for you. I want to get you thinking and then get you going. It may provide some of the answers to questions you have or should be asking.

get real – perception and reality

The perception may be that we have come through the worst of the recession, but the reality is that the decade ahead is going to present new economic challenges and significant changes to political, social and technological trends.

The profession is NOT going to return to the halcyon days when clients simply walked through the door, where value work and margins were plentiful, ensuring salaries and bonuses were continually plump.

Get real – the digital age and the ‘enlightened consumer’ are here to stay. Like it or not.

As lawyers we need to adapt, innovate and embrace the opportunity to alter the buyers’ perception of what being a lawyer really is. It’s our opportunity to change the negative perception of the old profession and sculpt the new positive perception of a consumer-centric tomorrow’s lawyer.

be a lawyer of tomorrow, today

If you want a successful legal career, you will need to get out of your comfort zone and dare to be different.

You will be vulnerable – naked – but the transition into the new way could possibly be what saves you and/or provides you with the fulfilling career and life that you dream of.

As a profession we need to cull old, outmoded, restrictive structures, practices and ideas and embrace innovative thinking and action.

You need to become a lawyer of tomorrow, today.

You will need to be entrepreneurial, innovative, relationship-focused, client-focused, proactive, of a positive mindset and ‘soft skilled up’ to attract the clients of the past, present and future. Listen to what your clients, referrers, suppliers and enlightened partners who ‘get it’ want and expect.

Never before has the need been so great for lawyers and law firms to be armed with ‘soft skills’ in the pursuit of generating more new client leads and converting to sales, whilst leveraging more sales and referrals from existing clients and referrers, and building enduring professional relationships with new and existing clients.

The ‘soft skills’ that give you the ability to generate work, build and leverage solid relationships, market and ‘soft sell’, will stand you in good stead whatever the future holds and wherever you decide to take your career and life.

No matter what stage you are at in your legal career the dawning of this new decade will inevitably bring unprecedented challenges, the likes of which your professional services career has not previously witnessed, let alone equipped you to manage.

The naked lawyer can help.

the blueprint

The naked lawyer is literally a totally transparent blueprint of everything that I did to achieve £562,000 of new client legal sales generation enquiries and referrals – being careful NOT to reveal any confidential information and confidences, I hasten to add; as a lawyer you would expect me to toe the line.

It is jam packed with examples, case studies and ‘to do’s’ (‘just do something!’ and ROAR steps) focusing on ten key elements – with hundreds of proven successful steps, tips, hints and secrets – in how to market, brand and sell YOU in a bid to get more sales, referrals, clients, income, value, growth and success.

During *the naked lawyer* I also share with you one or two examples of what I am doing right now to achieve sales success utilising the ROAR model in my own business.

education programme

As *the naked lawyer* eBook is about ‘choice’, ‘change’ and ‘control’ it’s actually an education programme – a workbook workshop – where you are in charge of the pace of your professional growth, in relation to your investment in time and cost.

If you choose to dip in and out of the volumes– and/or whether you do or do not implement the suggestions within them, that is, work through the ‘just do something!’ practical activities, examples and case studies – then you will not have the full picture. The ROAR model will be incomplete and you will not receive the complete benefit of the model.

You will only have completed a part of the jigsaw.

To get the most out of the programme ‘workshop’ you will need to complete all 12 Volumes at some stage – and that means reading and carrying out the ‘just do something!’ practical activities. You will then experience the full power of the ROAR model education programme.

To benefit the most, I recommend you work through the Volumes in consecutive order as it is a natural progression of the development and building process – but it is not essential that you do so. The choice is yours – you may wish to ‘dot around’.

That said, I strongly recommend that you read and implement Volumes 1 through to 4 to begin the programme as these are the foundations upon which you will build your temple.

Not all of you will wish to put the full effort in. That’s OK. You’ll still gain something and find *the naked lawyer* useful and positive.

For one thing, you’ll have some fun and a few laughs at my gaffes.

But if you do give it the full 100 per cent, then I am confident that you will experience a deep, fulfilling learning curve of value in your professional, and possibly personal, development and growth that goes way beyond anything you’ll find in any other eBook of this nature.

The choice is yours!

sneak preview Volumes 2-12 ‘How to...’

To give you a feel as to the kind of practical activity and sales results-orientated advice I aim to share with you in the following volumes, I’d like to give you a gift – a simple case study.

It’s a solid example of how I achieved potentially very lucrative sales, collaborative partnership deals, and passed a couple of sales referrals (prospects requiring legal advice/services) using social media and social networking. You may wish to ‘give it a go’ yourself...

... because it works.

the activity

- **Step #1:** Create a group on LinkedIn, assuming you've joined LinkedIn already – if not, DO!

Tip – make sure your brand is in the title. For example 'The Entrepreneur Lawyer' is my personal brand...

Sunday 2nd May 2010 I decided to launch 'The Entrepreneur Lawyer Relationship Sales Network' (LinkedIn Group).

- **Step #2:** Kick-start the group with at least one discussion, if not two.

Tip – two initial discussions provide choice for the member. Choose an intriguing, interesting and/or potentially controversial subject matter with a strong headline.

In order to kick-start conversations (achieve involvement and engagement), I placed two discussion topics on the group board; 'Penny A Brick... Why I became a Lawyer' (a curious headline to create intrigue) and 'Where does 'sales' begin?' (a nice broad open question).

- **Step #3:** Place the same discussion (if appropriate) on your blog (if you have one. If you don't, create one!).

Tip – give it the same title.

I had placed the 'Penny A Brick' story as a post on my blog a week earlier.

- **Step #4:** Call to action – send a message to all of your LinkedIn connections inviting them to join the group.

Tip - give a teasing heads up such as, 'you may benefit from....'.

I sent a message to ALL of my LinkedIn connections making them aware of the discussions and invited them to join The Entrepreneur Lawyer Relationship Sales Group. At the same time I placed the discussions in relevant/appropriate groups that I participate in on LinkedIn.

- **Step #5:** Place the same discussion in other LinkedIn groups that you frequent.

Tip – tweak the description so that it is bespoke to the actual group.

- **Step #6:** Use Twitter, Facebook and your LinkedIn status to amplify the call to action message.

I tweeted, Facebooked and placed the message on my LinkedIn status bar.

If you wish to see an example of the wording used, then trace me back on Twitter, Facebook, in the LinkedIn discussions and on the [EntrepreneurLawyer blog](#).

- **Step #7:** Facilitate the discussions.

Tip – foster conversations. Ask more ‘open’ questions. Be proactive. Be present.

- **Step #8:** Ask the new members to connect with you. This helps build your network – fast.

Tip – start building rapport.

the outcome

Within 36 hours (Wednesday 5th May) there were 260 group members and a very large number of:

- a) new direct LinkedIn connections added to my LinkedIn network connections;
- b) visitors to the [entrepreneurlawyer.co.uk](#) blog and comments on the post;
- c) new sign-ups on EntrepreneurLawyer’s email list to receive the E-ntrepreneur Bullet newsletter and *the naked lawyer* FREE Volume 1 eBook (potential customers); and
- d) bit.ly clicks exceeding 1,000.

I noted that my tweets had been re-tweeted, LinkedIn group facilitators had shared the ‘Penny A Brick’ discussion with their group members (I guess the humorous side with regard to the story was touching!) and group members had shared the ‘Where does ‘sales’ begin’ discussion with other people whom they thought would be interested – I know this because these people contacted me direct (via LinkedIn and email) informing me of the same.

The outcome of the activity was such that:

- a) it woke up existing contacts/potential clients who got back in touch, which led to Skype calls and face-to-face meetings to discuss potential sales (workshops and in-house training);
- b) it ignited new contacts and potential clients (on LinkedIn and on EntrepreneurLawyer’s website/blog);
- c) it initiated affiliate interest and contact including a well-connected and experienced professional in Silicon Valley at the ready to assist with USA development and growth;
- d) it led to a mentoring role;

- e) it created interest from media – an actual podcast opportunity is now in the pipeline and helped toward the Law Society Gazette request that I be a designated blogger for its ‘In Business’ blog; and (the holy grail)
- f) I received an email from the ‘top dog’ of an establishment which led to a telephone conversation which then led to a face-to-face meeting (all within a three-week period) and a proposition in relation to a potentially lucrative high-level deal which had actual mass sales potential.

Not only did I gain new clients, and actual sales – potentially very lucrative – within a very short period of time, but I also received enquiries from entrepreneurs, business owners and lawyers (UK and International) with either business/sales queries or legal problems/issues initiated from the LinkedIn discussion groups which led to Skype calls, all within a time-frame of two to three days.

I was therefore able to refer/introduce the new contact to a practising solicitor and/or attorney to help them with their legal advice requirement. This in turn helped build the referral relationship between myself and potential buyers of my service in the future.

I guess this is evidence of the power of social media and social networking in the flowering of a business relationship...

You can grab the attention of a potential client from a tweet, who then gets involved in a group discussion on LinkedIn, who then wishes to engage in a telephone conversation with you and then meet face to face (either ‘in the flesh’ if geographically achievable/appropriate or via Skype video call if you’re geographically challenged!) which leads to direct sales, referrals, affiliate relationships and the start of many professional relationships with real potential; all within a few days.

Not bad, I reckon, for a day’s preparation (writing a blog post and a couple of discussion topics) and a couple of days’ marketing and facilitating. All for free, save for the time element, of course.

titillating tip

Sales begins by ‘buying’ the salesperson – YOU. You may not think you are, but you are.

If you interact with customers/consumers/clients, then you are a salesperson – a rainmaker. And if you’re not, then you’re going to have to be. I will explain why in [Volume 2](#). But, for now, allow me to make this concept a little more appealing to you...

Rainmaking is like sex!

If you like sex, and desire to be an extraordinary lover, then you’re sure to like rainmaking and may well become an extraordinary rainmaker because why and how you approach the two activities are pretty much the same.

Again, I shall explain more about this concept in [the naked lawyer Volume 2](#): wakey wakey rise and shine.

Nevertheless, it is my belief that to survive and thrive in the digital era you're going to have to learn how to market, brand and sell yourself – offline and very much online.

How else are your potential clients going to know that YOU are the right choice for them if they don't even know you exist amongst the hundreds of thousands of alternative providers who do what you do?

What makes you special? How are you going to differentiate you? What is 'Brand,You'? These are just a few of the questions you should be asking yourself right now.

I've already suggested a new way of looking at things, for example, rainmaking being like sex...

You will find when you read the following volumes that I reveal one of the secrets to my success as a rainmaker in law land was down to viewing and treating legal clients and mavens (referral key-influencers and activists) akin to gym members and club-land head honchos respectively.

If you want to take control of your future and take it in the direction you would like – maybe get 'unstuck' by improving yourself – then you need to be open to the idea of starting to look at things differently, and then begin to add more strings to your bow; the kind of strategic strings, soft skill strings, activity strings and answers to the questions above which you will learn if you read and action all of *the naked lawyer* Volumes 1 through to 12.

grow your fuzz to get more buzz!

OK, I'm teasing you. I admit.

What do I mean by 'grow your fuzz to get more buzz'?

I'll let you know in *the naked lawyer* Volume 7.

what's next?

meet the team

I'd like to introduce you to the [experts](#) who work alongside me:

Gary Russell – [Winning Profile](#)

Richard Day and Chris Marshall – [ONSTATE](#)

David Clarkson and Stuart Brown – [Osmosis Brand Communications](#)

get in touch

If you:

- 1) enjoyed reading *the naked lawyer* eBook Volume 1 and, in particular, if you followed the case study example and 'gave it your best shot', I'd love to hear how you got on;
- 2) would like some support with the case study activity and/or if you would like some help with LinkedIn, social media and social networking activity in general then feel free to [get in touch](#);
- 3) would like to be notified about future Naked Lawyer stuff then sign up [here](#).

Should you decide to sign up for the e-ntrepreneur bullet newsletter (found on the [EntrepreneurLawyer](#) website) you will have the opportunity to enjoy 15 minutes FREE consultation with me via skype in relation to *the naked lawyer*. My skype handle: chrissie.lightfoot

Please do feel moved to ping me...

I'd be delighted to have the opportunity to begin building an enduring professional relationship with you.

If you'd like to do likewise, then please contact, connect, link, join, follow and get involved in one (or all) of the following ways:

[Email](#)

[Website](#)

[Blog](#)

[LinkedIn](#)

[Twitter](#)

[Facebook](#)

[Law Society Gazette 'In Business' Blog](#)

[LinkedIn Group – The Entrepreneur Lawyer Relationship Sales Network](#)

Feel free to let colleagues and/or friends know about *the naked lawyer* if you believe it will be of interest, benefit and/or value to them.

I also welcome you to link to the EntrepreneurLawyer website – www.entrepreneurlawyer.co.uk – if you find the information in *the naked lawyer* valuable and believe your website and users would benefit from it.

be happy

Until we meet again I'd like to share something with you and leave you to reflect:

the Desiderata poem

I came across the Desiderata poem when I was nine years old. It struck a chord even at a young age. I believe this helped me (and continues to do so) with my approach to life and view of the world. It may help you too...

It also alerted me to 'the lawyer', 'lawyering' and copyright law; lawyers whom I thought were rather smart and a subject matter that I became somewhat curious about.

Together with my '[penny-a-brick](#)' experience, I began to have an interest in 'the law', business and human nature.

The common myth is that the Desiderata poem is of unknown origin, centuries old and was originally found in a Baltimore church in 1692. It was copyrighted, in 1927, by lawyer Max Ehrmann (1872-1945) based in Terre Haute, Indiana.

Typical lawyer – didn't miss a trick.

Whatever the truth of the matter, here it is (Max Ehrmann c.1927):

'Go placidly amid the noise and haste, and remember what peace there may be in silence.

As far as possible, without surrender, be on good terms with all persons. Speak your truth quietly and clearly; and listen to others, even to the dull and the ignorant, they too have their story. Avoid loud and aggressive persons, they are vexations to the spirit.

If you compare yourself with others, you may become vain and bitter; for always there will be greater and lesser persons than yourself. Enjoy your achievements as well as your plans. Keep interested in your own career, however humble; it is a real possession in the changing fortunes of time.

Exercise caution in your business affairs, for the world is full of trickery. But let this not blind you to what virtue there is; many persons strive for high ideals, and everywhere life is full of heroism. Be yourself. Especially, do not feign affection. Neither be cynical about love, for in the face of all aridity and disenchantment it is perennial as the grass.

Take kindly to the counsel of the years, gracefully surrendering the things of youth. Nurture strength of spirit to shield you in sudden misfortune. But do not distress yourself with imaginings. Many fears are born of fatigue and loneliness.

Beyond a wholesome discipline, be gentle with yourself. You are a child of the universe, no less than the trees and the stars; you have a right to be here. And whether or not it is clear to you, no doubt the universe is unfolding as it should.

Therefore be at peace with God, whatever you conceive Him to be, and whatever your labors and aspirations, in the noisy confusion of life, keep peace in your soul.

With all its sham, drudgery and broken dreams, it is still a beautiful world.

Be cheerful. Strive to be happy.'

get naked

The naked lawyer eBook series, [all 12 Volumes](#), which contain the full ROAR model, is the sum total of my life's knowledge, experience, skills and talent that I wish to share unreservedly with those of you who wish to take control of your career, business and life in a positive way.

I hope you find it enlightening and it brings you many hours and years of both professional and personal, development, success and fun...

Come and join me... and be happy!

Warmest regards

Chrissie Lightfoot

The Entrepreneur Lawyer

(of the naked kind)

glossary

ABS	Alternative Business Structures
AIG	Ass In Gear
Blawg	Blog by a lawyer, usually with a legal angle
BTW	By The Way
CRM	Customer Relationship Management
DM	Direct Message
EBITDA	Earnings Before Interest Tax Depreciation and Amortisation
EBT	Employee Benefit Trust
EI	Emotional Intelligence
EMI	Enterprise Management Incentive
ESP	Extraordinary Search Power
FB	Facebook
FMSP	Formidable Me Strategy & Plan
Gen X	Generation 'X'. The generation born after the baby boom ended
Gen Y	Generation 'Y'. The generation described as the demographic cohort following Gen X; birth dates ranging somewhere from the mid-1970s to the early 2000s
Granular	Granulated structure
GSOH	Good Sense Of Humour
HR	Human Resource
IFA	Independent Financial Advisor
IM	Instant Messaging
IMHO	In My Humble Opinion
IPR	Intellectual Property Rights
JFGI	Just ****ing Google It
LI	LinkedIn
LIC	Lawyerly Intellectual Capital
LOL	Laugh Out Loud
LSA	Legal Services Act 2007
LTR	Long Term Relationship
MBO	Management Buy Out
Pantone	In reference to the colour system, the Pantone Matching System, a proprietary color space used in the printing industry
Peeps	Web term used to describe people
POD	Points Of Difference
ROI	Return On Investment
ROTF	Roll On The Floor
RT	Retweet

SCRM	Social Customer Relationship Management
Semantic web	Semantic Web is a group of methods and technologies to allow machines to understand the meaning - or “semantics” – of information on the World Wide Web.
SEO	Search Engine Optimisation
SM	Social Media
SME	Small/Medium Sized Enterprise
SN	Social Networking
SSO	Social Search Optimisation
USP	Unique Selling Point
Web 1.0	Web 1.0 is a retronym that refers to the state of the World Wide Web, and website design style used before the advent of the Web 2.0 phenomenon. Web 1.0 began with the release of the WWW to the public in the 1990’s and is the general term that has described the Web before the ‘bursting of the Dot-com bubble’ in 2001.
Web 2.0	Web 2.0 has been the term used to describe the current web design, business models and branding methods of sites on the World Wide Web since 2004 (ish)
Web 3.0	Web 3.0 is about the Semantic Web and personalization. Focusing on the computer elements, it’s where “the computer is generating new information”, rather than humans.
Web 4.0	Web 4.0. The next frontier in WWW evolution.
WOM	Word Of Mouth
YT	YouTube

inspiration

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websites; links; people of interest:

EntrepreneurLawyer and the naked lawyer stuff:

<http://www.entrepreneurlawyer.co.uk>

<http://www.youtube.com/TheNakedLawyer>

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<http://www.linkedin.com/in/chrissielightfoot>

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