

Business Development Preparation for The New Year

By [Jim Cranston](#) on January 17, 2013

I watched the interview with Alabama's head football coach Nick Saban minutes after winning the national championship game where he said "we're going to enjoy this for 24 hours or so, then it's back to work". Like many overachievers, Nick Saban understands that at the end of a successful season, we eventually have to start preparing for the next year.

Law firm partners can also prepare for the new season by considering the following:

1. **Review last year's client list by revenue.** What worked? What business would you like to go after in 2013? Project which clients offer the greatest opportunity for the current year and write them down. Post the list somewhere in your office so you'll see it every day.
2. **Review your contact list.** Prioritize your best contacts and those that you want to focus on in 2013 (specifically those who will help you reach your goals). Personally, I try to get fifty contacts on my list at the beginning of every year.
3. **Create a business development plan for 2013.** What are your goals and objectives for the year? So many folks will immediately jump into the new year with last year's plan (or no plan at all). Have a vision for where you want to go, and execute to your plan.
4. **Visualize and project a successful 2013.** As Steven Covey, author of The Seven Habits of Highly Successful People, used to say "Begin with the End in Mind."

Best of luck for another successful season!



Coach Cranston