

## Your Business Development Strategy: The “One-a-Day” Regiment

By [Jim Cranston](#) on October 9, 2012

Want to ensure your future? An excellent business development strategy for any lawyer is what I call the “**One-a-Day**” regiment. Just like the vitamin. It’s actually quite simple, and also effective. Simply commit to reaching out to one contact every day!

Okay, so easier said than done. I get it. But keep this in mind . . . If you miss a day, reach out to two contacts the following day. Email or phone call, the “One-a-Day” strategy will help you stay top of mind with your clients, potential clients and referral sources.