NIXEDONIA

Definition: **Nixedonia** - [ni.khe.'dəʊ.ni.ə.] - Eng. (noun.)
"the joyful condition of anticipated success."

Определение: **Nixedonia** - [Нихедония] - (сущ.)
"радостное состояние ожидаемого успеха."

New Client Hunting - 8

Post-Training Tasks

Success does not come overnight. It takes more than inspiration but also planning, hard work, and, importantly for easily-distracted lawyers: perseverance. If we do not regularly schedule Business Development into our hectic schedules each week, it most likely won't ever happen. You will always be too busy. You will always have other work to do. We can make a thousand justifications to not do something-especially if we don't want to do it nor are certain how to do it. But remember that billable hours are only our income for today: Business Development hours are our income for tomorrow and all the future days then after. And so, otherwise, the years will pass, and like a leaf upon a stream, snuggled safe within our comfort zone, we will drift along wherever the currents of fate might take us. Unfortunately, it may well not take us where we would like to go! Even if we are fortunate and no rapids or waterfalls dash us and sink our dreams, this passivity is a grave mistake. This comfort in inaction is an illusion. One day we might find that we are stuck in some stagnant backwater, and the way ahead seems lost. Our career journey doesn't have to be like this. Not at all. While the rivers ahead won't always be calm, and we'll definitely be drawn back more than once, we must sail onwards. Yet, we can still enjoy the flow, and control our route. As in the N of the Nixedonia logo, the graph of our progress will nevertheless, despite the inevitable setbacks and disappointments, show a positive trend. We must not be afraid to fail. By learning to swim, we are less likely to go under; we are more likely to reach our destination. We will certainly fail. Again and again. And that is OK. We will learn from that, and try harder. We will sail, not drift. We will succeed in our personal growth, in our wealth, and in our freedom. And finally, along this great journey, we will attain Nixedonia and thereafter reach any shore that we desire. Anywhere...

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"I would argue that nothing gives life more purpose than the realization that every moment of consciousness is a precious and fragile gift."
- Steven Pinker

New Client Hunting – Post-Training Tasks

- Using the **Definition of Sales & Marketing**, create a 1-page **Quantified Personal Business Development Plan (QPBDP)** for next month. Then, do it.

- Identify and apply in your **QPBDP** at least 3-4 activities on the **Definition of Sales & Marketing** that could inspire and enthuse you as a project. You are more likely to do something that you think might be fun and enjoyable.

- Identify 3 **UVPs** for your firm, one for each of the three types (so that will be 9 in total). Write them down. Make them concise. Share and discuss with colleagues until we find the best ones – and are not **Plain Vanilla**. You also need to know **Personal UVPs**, and **Practice UVPs**.

- Write down 4 **FAB Statements** regarding your firm (these can be **Plain Vanilla**)

- Create a time-based definition of your clients using the **1-2-4 Rule** – keep updating it for each regular **Business Development** meeting.

- Set **Fixed Time** on your weekly schedule for **Business Development**. Track it with a **BD Diary**.

- Buy the most expensive and beautiful **BD Diary** from a shop or online to record your regular activities in **Business Development**. Then, use it each time you do **BD**.

If you have any questions, or would like some help, contact me at any time – john@nixedonia.com

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