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Learner Outcomes and Objectives

- Implement self-development and goal-setting strategies to expedite the ability to obtain new skills and knowledge.
- Identify available AALNC opportunities and benefits for LNC support, training, and education.
- Demonstrate ways to efficiently communicate through various connections remotely and through network marketing to provide top-notch work product and obtain new clients.



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linch-pin

noun

1. A pin inserted through the end of an axletree to keep the wheel on.
2. Something that holds the various elements of a complicated structure together: *The monarchy was the linchpin of the nation's traditions and society.*

Dictionary.com



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**Self Development:
It Starts With You.**

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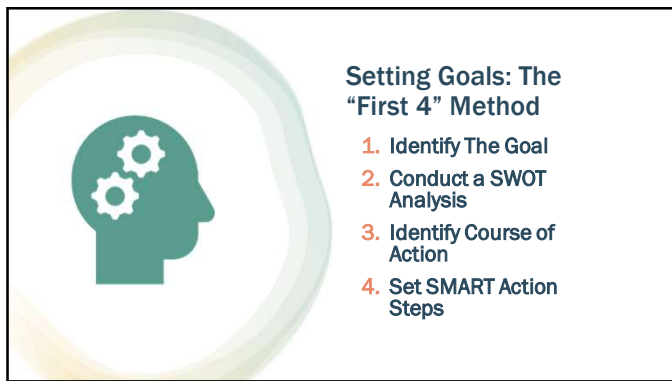
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1. Identify The Goal

-  What do you ultimately want?
-  Identify "The Why"
-  Know that the goal may change over time

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2. SWOT Analysis

- S: Strengths**
- W: Weaknesses**
- O: Opportunities**
- T: Threats**

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3. Identify Course of Action

-  **S:** What actions can I take to build on my strengths?
-  **W:** What actions can I take to improve my weaknesses?
-  **O:** What opportunities do I have to help me succeed?
-  **T:** What barriers should I anticipate in the pursuit of my goal?



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4. Set SMART Action Steps



- S: Specific
- M: Measurable
- A: Achievable
- R: Realistic
- T: Time Bound

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The "First 4": An Example

- Goal: Obtain a new client
- SWOT analysis
 - Weakness: Lack of established relationships with potential attorney clients
 - **Course of action: Expand my network**
 - **SMART Steps:**
 - Spend **20 minutes M,W,F for one month (time) assessing my current network** (achievable specific action) via my contacts, Facebook, organizations, etc.
 - Contact **1 person** per day until I've contacted everyone on the list.
 - Schedule to exhibit at a conference or attend an event within 6 months.
 - Become a member of an associated organization and attend every networking event.

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Action Cures Fear

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Grit [grit]

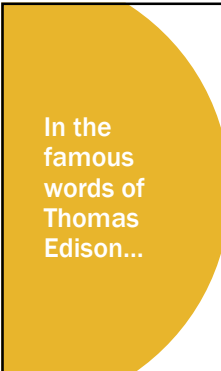

Perseverance and **passion** for long term goals.
- Duckworth, et al.




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In the famous words of Thomas Edison...

"I have not failed. I've just found 10,000 ways that won't work."

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**"Make Yourself Special":
 How I got Involved with AALNC**



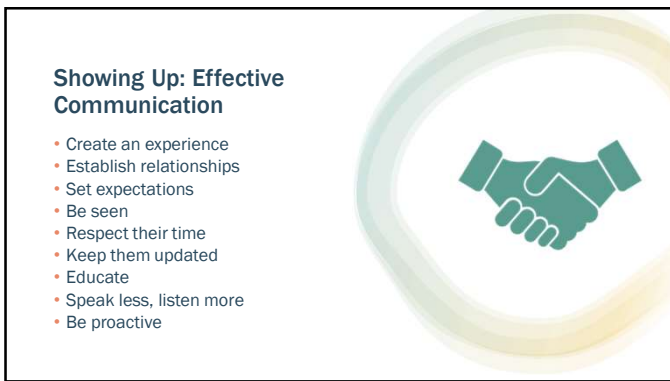
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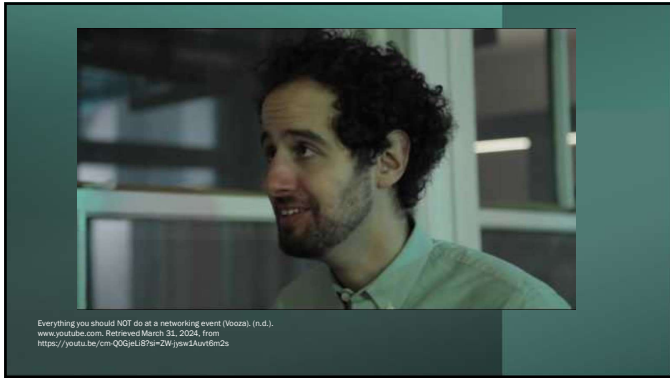
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5 Tips For Marketing on Social Media:

- **Help NOT Sell**
 - **Help:** what can I do for this person? How can I solve their problem? How can I deliver above expectations?
 - **Sell:** How much money am I going to make? How many cases will they give me?
- **Identify your ideal client**
 - Are you more likely to buy from a stranger or person of influence who demonstrates the same character and values?
- **Align your brand**
- **Content creation**
 - Be reliable
 - Curiosity marketing: start with a hook point
 - Problem > solution > Benefit
 - Quality with consistency
 - Ditch perfection
 - Gain influence > establish a reputation > build trust > obtain loyalty
- **Engage and connect**
 - Be Authentic!

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