



 The
Lawyers Coach
Phyllis Sisenwine, MCC

THE LAWYERS COACH

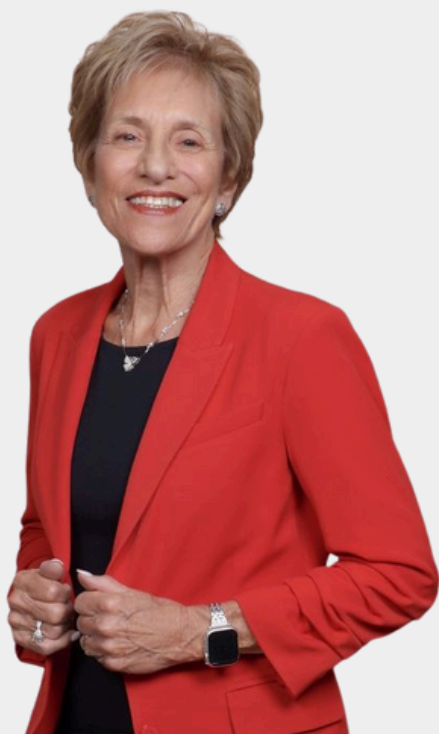
Want More Clients?

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HELPING LAWYERS IMPROVE PRODUCTIVITY AND INCREASE PROFITABILITY.

For over 25 years, Phyllis is dedicated to supporting lawyers through one-on-one coaching sessions and CLE programs. She serves as a trusted advisor, helping lawyers enhance their skills and achieve their goals. Clients become more productive and profitable.

Phyllis is certified by the International Coaching Federation. She is a Master Certified Coach (MCC) which is the highest designation bestowed by the ICF which only 4% of all credentialed coaches hold.

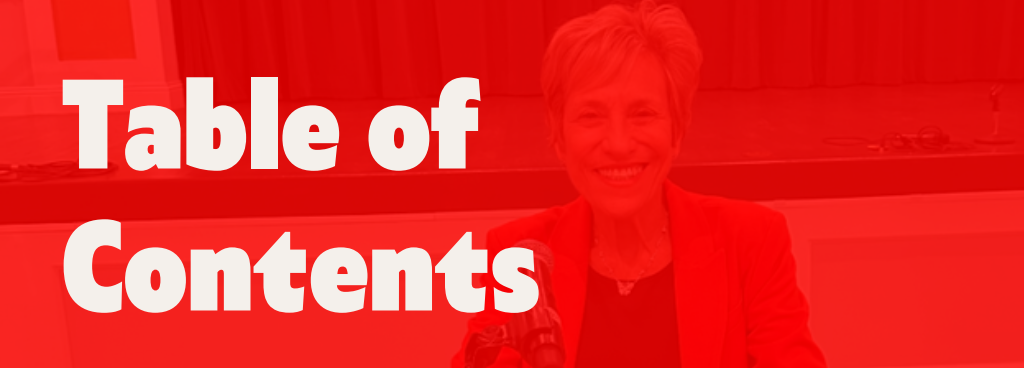


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HAVE A PLAN

Do you have a clear plan for your business?

Are you looking to attract more clients?

Do you want to be more organized?

Do you want to secure speaking engagements?

Do you want to enhance your writing skills?

To achieve the results you desire, it's essential to create a written plan. Harvard research shows that only 3% of individuals set written goals, making it even more important to define yours.

Set clear goals, develop a strategic plan, and approach your objectives with intention. Public speaking can be a powerful strategy to help you reach those goals.



In your yearly goal, consider including several speeches or articles that you want to create.

Be sure to have a plan.

CREATE SPACE

Physical space and Mental space

Is your workspace cluttered? Take a moment to assess your office – are there piles of papers on your desk, credenza, or floor? Clutter can drain your energy and create a sense of overwhelm.

There's a 4 step model to clearing clutter **4 D'S**



DUMP

get rid of anything you don't need



DELAY

put the task on your calendar



DELEGATE

If you have help, delegate what you can



DO!

DUMP, DELAY, DELEGATE OR DO!

A client once shared that his office was in disarray. After spending a Sunday organizing it, he felt 'empowered' the following Monday. This simple act of decluttering was energizing. Similarly, mental clutter can be overwhelming. If you have a long list of tasks swirling in your head, try a 'brain dump.' Write down all tasks then create a plan to address them. Want to grow your business? Start by clearing the clutter.

BUILD RELATIONSHIPS

Are you actively engaging with your colleagues and building relationships within your office? Whether you're an associate or a partner, consider asking, 'How can I be helpful?'

Building relationships with colleagues can significantly improve your satisfaction at work. If you're working remotely, consider scheduling coffee meetups or Zoom meetings to stay connected. Developing strong internal relationships, along with engaging in external networking, helps foster both valuable professional contacts and meaningful friendships.



NETWORK

Focus on networking with groups that include your best clients or potential referral partners. Arrive early, review the attendee list, and always approach each event with a clear strategy. Ask attendees about their best referral sources, and aim to be both a 'go-giver' and a 'go-getter.' Act as a connector, and be sure to follow up with meaningful, timely communication.



LISTEN

Want more business? Listen!

P.R.R.

PAUSE, REFLECT, RESPOND

The best gift you can give someone is to listen.

Ask thoughtful questions to understand the prospect's needs, and listen more than you speak. The focus should be on their challenges and goals not on showcasing your firm or client roster. Remember: 'listen' and 'silent' share the same letters – sometimes, silence is the most powerful way to gain insight.

Ask for any challenges they are facing, It's not talk, talk, talk.

Be a good listener and you will grow your practice.



WAIT

(I have this on a post-it-note on my computer)

WHY AM I TALKING?

When engaging in a conversation with a client, prospect, or colleague, consider whether you're speaking more than necessary. Many lawyers and business owners tend to focus too much on themselves or their firm's accomplishments. The most effective way to build rapport and influence is by listening. Ask yourself: Is what you're saying truly relevant to the person you're speaking with, or should you be giving them more space to share?



Ask yourself throughout the day, should I be listening more?

UNDER-PROMISE OVER-DELIVER

DO YOU OVER-PROMISE?

Do you often tell a client you can have the answer to them by tomorrow? Is it realistic? Is that enough time?

We tend to over-promise even when it is not possible to get the answers the client needs in that time frame.

How would it feel to tell the client that you will have the answer on Wednesday and then have it for them two days sooner on Monday?

You've consistently over-delivered, which has led to better outcomes and less stress. Moving forward, try to build in a buffer of time before committing to a specific deadline for providing an answer. Make it a habit to manage expectations more effectively by allowing yourself extra time.



3 P'S TO THE PERFECT WEEK

We all have the same 24 hours in a day. Are you using your time efficiently?

PRODUCTIVE DAYS, PRACTICAL DAYS AND PLAY DAYS.

Your productive day is in the office with little interruptions. No lunch dates or meetings that day. A full day of getting work done. The practical day can include a business lunch, a networking event, or a meeting. It's a day to do any administrative tasks or follow up.

And of course your play day is a day to relax and enjoy yourself. A day to do a fun activity and something energizing. A day of self care.

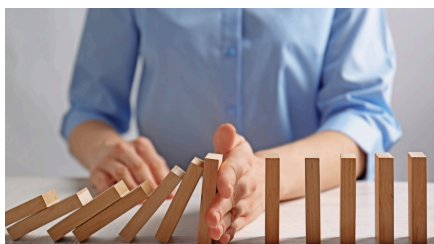
Optimize your calendar by planning ahead to ensure a balance of productive, practical, and play days. This approach will enhance your overall efficiency and effectiveness.



MINIMIZE INTERRUPTIONS

DO YOU WANT AN EXTRA HOUR EVERY DAY?

If you are interrupted, it takes 18–20 minutes to get back on track. Three interruptions and you've lost an hour a day. We often interrupt ourselves.



Getting coffee or checking emails takes us away from our task and we have lost 18–20 minutes.

Someone stops by your office and asks, **“Have a Minute?”** That minute loses 18–20 minutes of productivity. So, minimize interruptions and you could gain an hour a day.

PRIORITIZE

When you start your day, ASK yourself,
“What’s really important to do today?”

There’s a great book by Brian Tracy, **“Eat That Frog”**

It’s about how to stop procrastinating and how to get more done. Your “frog” is your biggest, most important task, the one you are most likely to procrastinate on if you don’t do something about it. It’s the one task that can have the greatest positive impact on your business.

The frog is the biggest, hardest, and most important task. To be the most productive, develop the habit of tackling your major task first thing in the morning. ‘Eat your frog’ before doing any other projects.

Develop the habit of setting priorities. When you complete an important task you get a very positive feeling. It’s a great way to start your day.





BUILD RESERVES

Minimize Stress by Building Reserves

Have you ever found yourself late for a meeting, running low on gas, or searching for an ATM? These situations can be highly stressful. By proactively building reserves –whether it's arriving early to meetings, refueling your car when it's half full, or keeping extra supplies like printer cartridges on hand –you can reduce stress and stay energized. Being prepared not only minimizes last-minute pressure, but also allows you to focus on your goals and intentions with a clear mind.

DELEGATE

Add more hours to your day by delegating

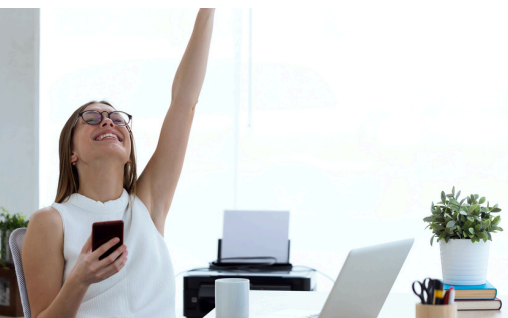
Last year a client of mine faced challenges with delegation. He explained that it seemed quicker and easier to complete tasks on his own, citing the difficulty of training someone as his main barrier.



They won't do it as well as I can.

He sought to increase his billable hours but realized he couldn't add more work to his day without delegating. Over time, he began to assign some of his tasks to his paralegal.

By taking small, incremental steps, he gradually became more comfortable with delegation, leading to a significant increase in his business. Take a moment to assess how you're spending your day and ask yourself "Is there someone else who could handle this task?."



If the answer is yes, embrace delegation. By doing so, you'll unlock significant benefits for both your time and productivity.



FOLLOW UP

48% of people never follow up

Many of us have the best intentions when it comes to following up with new contacts, whether it's suggesting a lunch meeting or scheduling a call.

But here are the statistics,

48% of people never follow up,

25% make just one attempt and stop,

And 80% of business is generated after an average of eight contacts.

Despite good intentions, it's easy to get busy and neglect follow-up. Take a moment to review your contacts or calendar and identify individuals you've been meaning to reconnect with. Reaching out and scheduling those follow-up meetings can have a significant impact on your business. Consistent follow-up will not only strengthen your relationships, but will also lead to a more successful year in business development.

BABE RUTH

The “Home Run” king.

DON'T BE AFRAID TO SWING THE BAT.

Babe Ruth was the
“**Home Run**” king. He hit
740 home runs.

At the same time, he was
the “**Strike Out**” king. He
had 1,330 Strikeouts.

He once said, “Never let
the fear of striking out
stand in your way. Every
strike brings me closer to
the next home run.” In the
same way, If you want to
achieve success in your
business, don't be afraid
to take risks and make
bold moves. Swing the
bat!



Client RESULTS

Working with Phyllis helped me to talk through many of the issues that were hampering my productivity that I didn't even realize. Phyllis has helped me to minimize interruptions' and maximize productivity. All my sessions with Phyllis were time well spent, and I highly recommend her.



-Naomi M. Berry
Shareholder Carlton Fields

It's now been over 10 years since Phyllis and I began our work together. Since those early days Phyllis has been integral in building my practice, and developing my skills as a business owner, manager, employer, and attorney. Her unique ability to identify the strengths and weaknesses of her clients allows her the ability to sharpen those strengths, while avoiding the weaknesses. I encourage anyone looking to grow professionally to consider at least one call.



-Bryan Adler CELA
Shareholder & Managing Attorney, Pennsylvania
Rothkoff Law Group: an Elder Care Law Firm

I have worked with Phyllis for over 20 years. She is just the person I need to bounce ideas off of and to give me the motivation to implement these ideas. I highly recommend her if you are looking to take your practice to the next level.



-Jerry Rothkoff
Managing Attorney of Rothkoff Law Group,
an Elder Care Law Group

Phyllis has been superb in helping me to make plans and then holding me accountable to follow through. She realizes that there is no "one size fits all" approach to marketing (or to life, in general), and her ability to be flexible to create plans that fit is a huge asset.



-Jeffrey Gluck
Recognized IP Authority/Partner at Panitch Schwarze
Belisario & Nadel, LLP

Phyllis is an invaluable resource to any attorney looking to grow their practice at any stage of their career. Her advice, motivation, and ability to see issues and opportunities support me to envision and build the practice of my dreams.



Deborah E. Spivack
Attorney, Adoption and Family Planning

Client RESULTS

Phyllis has been my business coach since 2012. She has been an invaluable support system. She has expertise and experience in dealing with lawyer-related issues and challenges, including those unique to women attorneys. She is empathetic and a great listener. She has good judgment and gives sound and practical advice and feedback. She is indeed a "wise woman".



-Marjorie Stern Jacobs, Esq.

Phyllis and I have worked together for nearly four years. She has helped me develop business and navigate a lifechanging career change.

I recommend Phyllis to any individual looking for novel ideas related to business development, enhancing professional relationships and narrowing focus.

Phyllis illuminates possibilities that I had not even considered and "hears" my concerns before I have even fully realized them myself.



-Cynthia A. Haines
Senior Corporate Counsel at Lehigh Valley Health Network

Phyllis has been providing invaluable coaching for me for over two years. She combines real-world experience and sensibility with a mindful approach to both day-to-day and big-picture professional scenarios. I highly recommend Phyllis and I can say with great confidence that she will help put you in an optimal position to succeed.



James Krangle
Attorney

Build your business one week at a time.

This is a short, to-the-point book that you can pick up and put into action right now! Whether you're in a large firm, a small firm, or a solo, if you're ready to focus on marketing and get more clients today, this book is for you.

[Ask Phyllis >](#)

ACTION

Easy action steps to grow your business

BUILD

What successful lawyers know about practice-building

RESULTS

How to get better results with less effort

Get in Touch

Book a free consultation to:

Create a plan for business development

Explore networking opportunities

Book speaking engagements

Improve time management

Become more organized

Develop strategies and get support for following up

Accountability works

Let's talk!

FREE CONSULTATION



Phyllis is committed to helping lawyers and is available as a dynamic speaker to a large audience and as a trusted adviser to individual attorneys.

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