

To legal marketers – The secret of winning at social media is to stick to it...

February 4th, 2010 by Kara

I've been working at my "media" career for more than 25-years now. That's a surprise to a lot of people. It could be because they think I make doing what I do look "easy". But, it's more likely because they've never heard of me...



I was talking to my aunt about what it takes to stick to a venture and keep making it run, particularly when surrounded by folk who don't quite "get" the internet or how entrepreneurship is a good idea.

Thanks to the writing of many, many successful folk, my belief that fortitude, stubbornness and lots of kindness are what it takes to become successful at anything, is constantly being reinforced. As I'm watching newcomers enter into the realm of legal marketing social media, I'm watching a multitude of them make a common mistake:

- They show up
- Invest a few hours on the networking being really aggressive with people and then shortly –
- Disappear — Most likely disgusted because "it didn't work."

Becoming "Famous" really isn't any different. Web or no web – it still takes ten years to become a success. The frustrating part is that you'll see your tactics fail right away. The good news is that over time, you'll get the satisfaction of watching those tactics succeed.

A lot of *old thinkers* want to see overnight success, mostly so they'll have someone they can tear down later. For those of us who are using social media to build our business and are doing it the way it's designed to be done, it's important to remember to listen to our real customers and to our inner vision to make what we're doing last the long haul...

It may just take that...

Seth Godin is one of the start-up & go-get-em authors I referred earlier and it was his elaboration on these points that inspired this post. There's much value in reading the original ...



[The secret of the web \(hint: it's a virtue\)](#)

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[Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.](#)

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