

[Securing a Client Sometimes Takes More Than Having the Right Answer](#)

By [Cordell Parvin](#) on April 11th, 2013

Reason leads to conclusions; emotion leads to action. [Kevin Roberts](#), CEO of the advertising agency Saatchi & Saatchi in a speech: [In Your Eyes](#).

There are more interesting things in that speech, but let's focus on that quote. Here is how it applies to practicing law and securing clients. Unless you are "the best in the world" and your potential client has a "bet the company" case or deal, you have to connect with clients on both levels.



Clients first consider which lawyer to hire based on reason. Someone has recommended you. They were on the other side and admired your work. They saw you speak or they read your blog posts on exactly the topic they need an outside lawyer to handle. Those reason based considerations will get you the meeting with the client.

Once you meet, the decision whether to hire you is less objective. It might be based on simply a gut feeling about what it will be like working with you.

Look back at the speech now. Did you see this quote from a futurist:

Futurist Rolf Jensen: "The highest-paid person in the first half of this century will be the story-teller."

What story will you tell in your next meeting with a potential client? Be careful, if the story is all about you, the potential client is likely to have a negative reaction.

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