

Further Reading

My journey has involved a lot of reading. I love to read. I'm guessing you do too; or at least the fact that you're still with me here is a good sign. Somebody said that rich people have big libraries while poor people have big TVs. I'm not rich, but I can see how things might work out that way on balance.

I'm a power user on Amazon and end up buying far more than I can realistically consume. This can cause problems domestically with my side of the bedroom looking like the nest of a book mad pack rat. You can have too much of a good thing of course and reading should never be a substitute for action. But you've got to keep feeding your mind.

If physically getting time to read text is a problem, can I recommend audio books to you? I am a huge believer in the *University of My Car* and I am constantly listening to CDs and audiobooks in place of the depressing news media or inane daytime talk radio. You can buy most books on CD format on Amazon and www.audible.co.uk is just amazing. If your car has blue tooth you can download and begin listening to quality material almost instantly. It makes a commute or time spent travelling out of the office to meetings extremely productive as opposed to a complete waste of time.

Mind-set

Like in Irish pubs I firmly believe that religion and politics have no place in books like these. However, as the late great Jim Rohn pointed out, you do have to have a philosophy.

Works by Marcus Aurelius, Epictetus and Seneca may seem odd in the bibliography to a business book, but I think the stoic philosophy is a great starting point for anyone trying to get their head on straight about the challenges we face in business and life generally.

As a good business orientated introduction to this read *The Obstacle is The Way* by Ryan Holiday. For a good introduction to this on philosophy of life generally read William B. Irvine's *A Guide to the Good Life; The Ancient Art of Stoic Joy*.

Jim Stockdale's book *Reflections of a Philosophical Fighter Pilot* is steeped in the philosophy of Epictetus and Jim Collins in *Good to Great* choose Stockdale's outlook as the basis for this Stockdale Paradox: we must always confront the reality of our situation no matter how brutal but always with the self belief that we will prevail. *Good to Great* is well worth a read of course.

I appreciate that this is philosophy at a relatively high level and for mindset in your business you perhaps want to bring it down a little closer to the specific challenges you face. On that I recommend *The Slight Edge* by Jeff Olson, *The One Thing* by Gary Keller and *The 12 Week Year* by Brian Moran as excellent works on getting your priorities straight, setting goals and making effective plans to achieve them. Richard Koch's *The 80/20 Principle* is essential reading on what is itself an essential principle to work and to live by.

I feel the need to mention physical activity here in passing. I didn't do any for years, not being a naturally sporty person. I bought a bike on the bike to work scheme years ago and it gathered dust in the garage for a couple of years. But then some switch flipped in my head and I started using it. Yes, I am now one of those clichéd middle aged idiots in Lycra.

But seriously, I have found exercise a gateway habit to getting my life in order generally and I believe this is scientifically proven to be the case. I find that I do my best thinking while cycling or running, there's something about moving the limbs repetitively and hard physical work that gets the mind moving too.

So, whatever about the futility of just getting your name out there that I've mentioned elsewhere, just getting yourself out there and increasing the amount of physical exercise you do in the fresh air will enhance your mind-set no end.

The P-Myth

I've referred to the E-Myth by Michael Gerber directly in the text. Read *The E-Myth Revisited* as a starting point with *E-Myth Mastery* as the advanced course. He has also written *The E-Myth Attorney* directed specifically at lawyers.

Good to Great by Jim Collins is more focussed with the issues faced by larger corporations, but many of the ideas in it are directly useful to what you do.

Positioning

There's lot of work out there on positioning and I've listed some of it that I've read in the bibliography listed below. Bear in mind that some of the most important positioning you have to do is in your own head.

But for an "all-in" primer on creating expert status, *The Go To Expert* by Heather Townsend and Jon Baker is excellent and really has it all in one place. Start there.

If you're going to position yourself as an expert in your field one of the best means by which you can do it is public speaking. Some lawyers are naturally great

speakers, many aren't. Eamonn O'Brien has written an excellent book on preparing and delivering good speeches and presentations: *How to Make Powerful Speeches*.

Direct Response Marketing

I've mentioned direct response marketing a lot in this book and I really believe it is the only way forward for small businesses.

The top man in this field is Dan S. Kennedy. I've never had the pleasure of meeting him but based on what I've read, watched and listened to over the years I really would love to. He's a man of some very fixed ideas sometimes expressed in ways that will not be to everyone's taste, but you'll have gathered by now that that may not be entirely accidental. Based on everything I've seen he's one of the clearest original thinkers I've ever come across.

To start with read *No B.S. Direct Response Marketing for Non Direct Response Marketing Businesses* and *No B.S. Trust Based Marketing* and go from there.

The best lawyer implementing Dan Kennedy's ideas is Ben Glass. Ben has contributed to *No B.S. Direct Marketing for Non Direct Response Marketing Businesses* but is a prolific author in his own right. Read: *Great Legal Marketing How Smart Lawyers Think, Behave and Market to Get More Clients, Make More Money, and Still Get Home in Time for Dinner*.

Dan and Ben are based in the US but the best man in this area on this side of the Atlantic is based in Clonakilty. Seriously. And this is not me getting an over inflated opinion of myself, because no, it isn't me! Jon McCulloch trades under the moniker of the Evil Bald Genius. He's certainly bald and he knows his onions. As to how evil he really is, you'll have to decide for yourself but be warned, Jon makes marmite seem middle of the road and universally loved by all; he's pretty intense and is not for those who are easily offended or squeamish generally. His book *Grow Your Business Fast* really tells you everything you need to know about this lark. But don't say I didn't warn you if you find yourself outraged by some of the stuff he comes out with.

Networking

I haven't mentioned many of the specific traffic sources referred to in the book in terms of further reading, as many are covered in more general work (various of the books referred to on direct response will cover different aspects of each in detail). However, one area in which I have come across a very good specific book is *The*

Financial Times Guide to Networking by Heather Townsend. Networking is something that is done badly and very wastefully by many; so much so that I often wonder why many people bother. But if it is important for your practice area; that book is good.

Social Media, Blogging and PR

I'm a bit of social media sceptic and I know that many probably think that this is antediluvian; but, like I think I've made clear, there's a time and a place for everything.

As practitioners of blogging and social media go, Chris Brogan is probably the best out there and his book *The Impact Equation* is well worth a read in this area.

David Meerman Scott's *The New Rules of Marketing & PR* is also well worth a read, particularly from the perspective of using social media for PR.

Of course social media is just social networking and Heather Townsend's book on networking referred to above it good here too.

There is an endless amount of further reading you could do in this area and the foregoing is just a very idiosyncratic selection of things that stood out for me. Similarly the bibliography below lists a further selection with no hard and fast criteria for entry other than I've read them and found that they impacted my thinking in this general area in one way or another.

Please do read more, but most importantly, please take action. Without that nothing happens.

Select Bibliography

- Aurelius, M. (2006). *Meditations*. Penguin Classics.
- Beckwith, H. (1997). *Selling The Invisible; A Field Guide to Modern Marketing*.
- Brogan, C., & Smith, J. (2012). *The Impact Equation*.
- Carneige, D. (1937). *How to Win Friends and Influence People*.
- Collins, J. (2001). *Good to Great*.
- Covey, S. R. (2004). *The 7 Habits of Highly Effective People*.
- Cunningham, L. A. (1997). *The Essays of Warren Buffett; Lessons for Investors and Managers*.
- Duhigg, C. (2012). *The Power of Habit*.
- Epictetus. (2004). *Enchiridion*. Dover Thrift Editions.
- Gardner, D. (2010). *Future Babble*.
- Gerber, M. E. (2005). *E Myth Mastery*.
- Gerber, M. E. (1995). *The E Myth Revisited*.
- Glass, B. W. (2012). *Great Legal Marketing*.
- Godin, S. (1999). *Permission Marketing*.
- Godin, S. (2003). *Purple Cow*.
- Godin, S. (2007). *The Dip*.
- Heath, C., & Heath, D. (2010). *Swith: How to Change Things When Change is Hard*.
- Hill, N. (1937). *Think and Grow Rich*.
- Holiday, R. (2014). *The Obstacle Is The Way*. London: Profile Books.
- Kawasaki, G., & Welch, S. (2013). *APE: Author, Publisher, Entrepreneur - How to Publish a Book*.
- Keller, G., & Papasan, J. (2012). *The One Thing*.
- Keller, G., Jenks, D., & Papasan, D. (2004). *The Millionaire Real Estate Agent*.
- Kennedy, D. S. (2013). *No B.S. Direct Marketing for Non-Direct Marketing Businesses*.
- Kennedy, D. S. (2008). *No B.S. Ruthless Management of People & Profits*.
- Kennedy, D. S. (2004). *No B.S. Time Management for Entrepreneurs*. Entrepreneur Press.
- Kennedy, D. S. (2012). *No B.S. Trust - Based Marketing*.
- King, S. (2000). *On Writing*. London: Hodder and Stoughton.
- Koch, R. (1997). *The 80 20 Principle; The Secret of Achieving More With Less*.
- Levitt, T. (1983). *The Marketing Imagination*.
- Maister, D. (2003). *Managing the Professional Service Firm*.

- Maister, D., Green, C., & Galford, R. (2002). *The Trusted Advisor*.
- McCulloch, J. (2013). *Grow Your Business Fast*.
- Moran, B. P., & Lennington, M. (2013). *The 12 Week Year*.
- Ogilvy, D. (1963). *Confessions of an Advertising Man*.
- Olson, J. (2005). *The Slight Edge*.
- Otterburn, A. (2007). *Profitability and Law Firm Management*.
- Peters, T., & Waterman JR, R. H. (2004). *In Search of Excellence*.
- Ph.D., R. B. (2007). *Influence; The Psychology of Persuasion*.
- Ries, A., & Trout, J. (2001). *Positioning: The Battle for Your Mind*.
- Scott, D. M. (2011). *The New Rules of Marketing and PR*.
- Seneca. (2004). *Letters from a Stoic*. Penguin Classics.
- Stockdale, J. B. (1995). *Thoughts of a Philosophical Fighter Pilot*.
- Susskind, R. (2008). *The End of Lawyers? Rethinking the Nature of Legal Services*.
- Susskind, R. (2013). *Tomorrow's Lawyers; An Introduction to Your Future*.
- Taleb, N. N. (2013). *Antifragile: Things that Gain from Disorder*.
- Townsend, H. (2011). *Business Networking; How to Use the Power of Online and Offline Networking for Business Success*.
- Townsend, H., & Baker, J. (2014). *The Go-To Expert*.
- Welch, J. (2005). *Winning*.
- Wheildon, C. (2005). *Type & Layout*.