

Bookshelf

Reviewed by **Bistra Milovansky**

*The Opportunity Maker: Strategies
for Inspiring Your Legal Career
Through Creative Networking
And Business Development*

By **Ari L. Kaplan**, Thomson-West,
Eagan, Minn. 210 pages, \$18.95

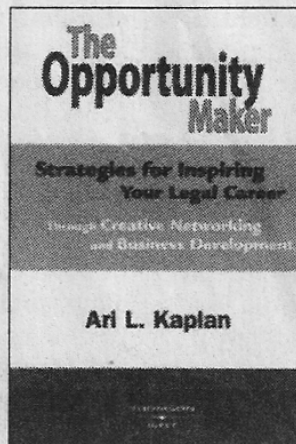
A client of my office, a freelance interior designer for high-end clients in the fashion, music, technology and financial industry, recently told me that on her way out of an interview with a potential client, passing by the building of Condé Nast Publications in Manhattan, on the street, sitting on the top of a pile of office trash she found a Rolodex.

The owner of the Rolodex, my client explained, must have been a laid-off industry veteran, who in an impulse of disappointment and anger decided to free himself from the shackles of the past. The Rolodex was a miniature who's who directory of famous names in

While reading and reviewing the book, my perspective shifted several times as I was searching for the best way to test the power of the book and its message. My background as an investigative reporter suggested the way. I picked a technique presented in the book, implemented it and observed with result-oriented eyes how it would affect my business as a New York City-based immigration law practitioner. I chose chapter 8

of the book. It explores the mechanics of getting published and the competitive advantages it gives to the legal practitioner with business generating ambition.

I wrote an article and created an opportunity for my voice to be heard. For submission I chose the Op-Ed Section of The New York Times (the beginning of an opportunity



the fashion, technology, food and travel industries, and, more specifically, listed the contact information of the famous persons' assistants. My client decided to keep the Rolodex—if for nothing else—as a treasure box of marketing ideas for her business.

The book, "The Opportunity Maker" by Ari L. Kaplan reminds me of the Rolodex found by my client. It is a must-have treasure box of marketing ideas for lawyers, facing the new realities of professional competition in the global village we all share.

Written with law students and new lawyers in mind, Kaplan's book reaches far beyond its initially targeted audience, offering a wealth of techniques for successful marketing in the legal profession. "The Opportunity Maker" is a Rolodex of names and modus operandi information for some of the most successful entrepreneurs in several law-related industries. The art of marketing and rainmaking, described as the skill for repeatedly generating business with relative ease and confidence is explored in the book in an easy-to-follow style.

Kaplan's modern approach in presenting the material turns the experience of reading the book into a speed-networking event with some of the most original minds in the fields of creative networking and business promotion as guest speakers. The book assertively reclaims the position of the legal practice as a business enterprise. It teaches skills and concrete techniques to be applied when running and marketing the business of being a successful legal professional. "The Opportunity Maker" offers a unique glimpse into the minds and methods of successful professionals from all areas of the law. There is a message for everyone—from first-year law student to the veteran with 20-30 years in practice.

must be bold and brave). When a week later nothing happened, I went back to "The Opportunity Maker" and on pages 102-103 read the following: "the publication in which your work appears is not as important as the act of just getting published.... It is often a targeted newsletter that serves a few thousand people all of whom have the ability to influence your future, which bears the most fruit."

I realized that the process of opportunity making only begins with the creation of one opportunity. The opportunity maker/rainmaker had a ripple-like ability to continue creating opportunities for the opportunity itself—in this case, the article had to be further marketed until it got published. I continued submitting my work. In one day I submitted the article to yet another half dozen publications with one question in mind: what audience would it resonate with the most? On that same day, about three hours after submitting the article to www.ilw.com (publisher of Immigration Daily newsletter), I received a confirming e-mail, informing me that the piece was approved for publication by the leading U.S. immigration publisher with over 35,000 subscribers worldwide.

In one day I had created the opportunity for my article to reach 35,000 e-mail boxes in the global village. If 1 percent of the regular subscribers of the Immigration Daily newsletter read my article I had indeed created a fascinating marketing opportunity, allowing me to meet and introduce myself to 350 new people interested in immigration issues, who otherwise would have not known that Bistra Milovansky is a New York City-based immigration lawyer.

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