

## Why You Need To Keep “Showing Up”

In 1983, Nobel prize winning researcher Daniel Kahneman and his partner Amos Tversky tested a concept known as “Availability Bias”.

Availability Bias refers to our tendency to prioritise information that comes to mind quickly and easily when making decisions. Impactful memories that are recent, vivid or emotionally or personally significant are recalled more easily. And if something is easy to recall, we're more likely to believe that it's true or likely to happen.

In the study, one group of participants were asked to guess the chances that a huge flood would happen somewhere in North America. Another group were asked to guess the chances of a flood happening in the state of California, specifically due to an earthquake.

Spoiler alert - California is inside North America, which means the likelihood of a flood happening there must be smaller than the likelihood of a flood happening anywhere in North America (including California).

Alas, the groups believed that the chances of a flood were considerably higher in California.

Why? A few reasons. Whilst floods aren't common in California, earthquakes are. Often a staple in the local California news cycle, the idea that 'earthquake = California' and 'earthquake = flood' felt familiar and remained top of mind for the participants. Plus, California is undoubtedly a far more vivid mental image than simply 'somewhere in North America'.

All clients have what I call a “consideration set”. This is a subliminal list of practitioners that they have stored in their sub-conscious in order to make a quick decision next time they have a project that needs a professional.

For professionals, being in the consideration set is about being easy to recall (i.e. mentally available). Showing up regularly and consistently is half the battle. And when you do, add in prominent and memorable cues and messaging to your content.

So how does this manifest itself? There are lots of ways that you can be visible and mentally available to your clients.

1. The ubiquitous coffee meeting. Old school sales people used to call this “wearing out your shoe leather”. Just make sure you have something of value to provide in the meeting – whether it's some piece of industry gossip, some new and relevant development or offering to connect your client to someone else in your network. They need a reason to meet with you after all.
2. The quick phone call catch up. This can be used simply as a “check-in” to see if your client needs any help with anything. One senior partner I know makes

sure to do a minimum of 3 phone check-ins every day with his client list, no matter what else he has going on. This is to ensure he is top of mind when an opportunity arises.

3. Publishing your own content. Writing topical articles or opinion pieces and posting them on your LinkedIn profile, getting them published on third party platforms (e.g. Lexology) or emailing them to your client list. (I personally prefer email as it is a much more personal and targeted communication channel).
4. Re-publishing other people's content. If someone else has written a piece that you think would be of interest for a client, then forward it on to them. Just be aware that there is a risk of introducing a new person into the client's consideration set if the author is a competitor with you.

The key take-away's for you from this lesson should be:

1. Your business development activity needs a rhythm – consistency and frequency.
2. Do something every day that is nurturing your client list, even if you are in the middle of project delivery. Make the time to reach out to a client or two.
3. Get creative. You can communicate with clients about personal issues as well as business issues.