

## 100 LAWYER MARKETING TIPS

1. Produce Seminars
  - a) Target your audience
  - b) Use hand outs
  - c) Conduct next day debriefing for identifying leads
  - d) Prioritize and execute real lead follow ups
  - e) Send written follow up material and thank you letter
  - f) Establish and maintain attendee list for future contact
  - g) Go first class
2. Network continually
  - a) Lawyer and non lawyer groups
3. First meeting scenario
  - a) Your first impression may be your last. You have only about 18 to 30 seconds to make a good first impression
4. Know how to clearly explain what you do for a living.
  - a) What is your product?
  - b) Identify your strengths
  - c) Clearly and concisely explain what differentiates you from your competition
5. Use a lawyer connection's questionnaire to establish specific targets for your marketing
6. Tell friends and family what you really do for a living
  - a) Who do you need to meet?
  - b) Give real life examples of the work you have done for clients
7. Cross sell with other professionals
  - a) Accountants
  - b) Bankers
  - c) Financial professionals
  - d) Real estate brokers
8. Use associates and staff to "sell" the firm
9. People do not think of you, you must remind them of what you can do for them
  - a) Lead, do not wait for business to come to you
10. Realize and internalize that you provide a valuable service to your clients
  - a) You are not "selling"

11. The value to the client of the service you provide must exceed the fee you charge
12. Continually provide business referrals to your clients

**YOU MUST GIVE BEFORE YOU GET**

13. Be a counselor and appropriately tell the client what they must do
14. Take your hobby and turn it into a marketing tool (cooking, woodworking, painting, photography, golf, etc)
15. Do not ask for work. Instead, tell people what is in it for them if they use your services
16. Develop new work from existing clients
  - a) Understand their needs and pro-actively explain what you can do for them
17. Bring in other professionals and experts to help your client
  - a) Be a significant referral source for your clients
18. Establish a real budget and compensation plan that encourages marketing in your firm
19. Sell all the services provided by your firm not only your individual practice
20. Assure that you have a clear understanding of what other lawyers in your firm do so that you may sell their services

**CONDUCT INTERNAL CROSS SELLING SESSIONS WITH ALL PARTNERS**

21. All client new business presentations must be concentrated on what the client needs and not just what the firm is capable of doing– Them not You
22. Provide individual lawyer marketing training
23. Establish an internal system to manage and measure the results of your marketing program
24. Use the best technology you can possibly afford
  - a) Make sure your clients know about this technology and how it works for them
25. Team with clients to help increase the efficiency of communication and drive down the cost of legal services

26. Exchange employees for internships with your major clients to get additional knowledge of each others business operations. Do reverse seminars
  - a) Ask your client's executives and General Counsel how you may better serve them
27. Regularly visit with your best clients to review the client's current business situation so that you may be in a better position to know their legal needs
  - a) Do not charge for this visit
28. Always practice "skillful listening"
29. Communicate expertise and true concern to all clients
30. People hire lawyers to protect them or solve a problem they cannot solve themselves
31. Write a marketing plan, follow it and regularly revise it
32. Free up lawyers to market and service clients by keeping their firm administrative duties to a minimum
33. Institutionalize clients by utilizing many lawyers in numerous areas to service your client's total legal needs
  - a) Assure that the "second team" of lawyers meet your client's competency expectations and are time efficient
34. "Benchmark" your firm against other more successful firms, copy their successes where possible
35. Prepare a targeted new client acquisition list
36. Teach lawyers that SALES is not a dirty word
37. Always carry business cards
38. Produce and maintain a current, readable brochure
39. Have a professional looking web site
  - a) Have all the basic information about the firm
  - b) Make it easy to use
  - c) Always keep it current
  - d) A poor web site is the first thing many potential clients see
40. Use an extra net to enhance client connectivity
41. Write articles

- a) In legal publications for referral work
- b) In targeted non legal publications for business development
- c) Always send reprints to interested clients and others

42. Pay attention to how you look at all times
43. Pay attention to how your office looks
44. Make use of hats, T-shirts, tote bags, etc to “advertise” your firm
45. Use written thank you notes, they really impress people
46. Regularly send pertinent articles you find to your clients and prospective clients
47. Regularly send birthday and anniversary cards to your clients
48. Make all your client entertainment a targeted marketing effort
49. Send flowers to your client’s funerals, demonstrate caring
50. Frequently do favors for your clients e.g. letters of reference, kids school help, a good auto repair shop, etc.
51. Freely act as an advisor in areas of your expertise to friends and family
52. As frequently as you can, participate in non billable social events with your clients
53. Invite your clients and referral sources to holiday parties
54. Invite your clients and referral sources to office receptions
55. Engage in charitable, civic and volunteer work
56. Invite your clients to participate with you in your favorite charitable work
57. Neighbors, friends, kid’s school and after school activities are all marketing opportunities
58. Golf and other sports are excellent ways to meet people, develop friendships and develop business
59. Speak as frequently as possible
  - a) Groups should consist of potential clients or possible referral sources

60. Arrive early and stay after your presentation to engage the participants in conversation
61. Get a list of attendees and always send a thank you and some follow up information
62. Appear on TV and radio as much as possible
  - a) Prepare prior to your appearance with a professional in order to assure that your appearance is effective
63. Offer to be an expert resource for TV, radio and newspaper reporters
64. Advertise in print and other media
65. Hire a good Public Relations firm
  - a) Listen to them
66. Produce regular newsletters and e-letters
67. Market 24/7
  - a) Every once in awhile, turn off your marketing and enjoy the rest
68. Always be responsive to your client
69. Always keep your client informed and involved
70. Use client surveys to measure your performance
  - a) Make the changes the surveys suggest
71. Offer alternative pricing plans
72. Establish a firm alumni group and hold regular events to encourage referrals
73. Present at CLE seminars
74. List your firm in lawyer's directories, both print and net
75. Participate in your college and law school alumni programs
76. Use targeted direct mail to tell potential clients how you may be of help to them
77. Where applicable, participate in trade shows attended by your clients and potential clients
78. Participate in pro bono work

79. Consider branding if you have a specialized practice
80. Review your areas of profitability to determine if you should be a general or boutique practice
81. Conduct market research to identify targeted clients
82. All members of the firm have a responsibility to market to the best of their ability
  - a) Monitor individual partner marketing assignments
83. Always do quality work and demand it of others
84. Sell to existing clients as much as you try to market to potential clients
85. When possible consider complementary businesses ventures or investments for you firm
86. Remember, unless you can establish initial meeting rapport with someone they will never be your client
87. Develop a firm culture that encourages marketing
88. Fire the least profitable 10% of your clients each year
89. Give credit for lawyer marketing time
90. Produce an internal newsletter to herald positive marketing efforts
91. Identify trade and other client specific organizations for partners to join, write for or present to
92. Maintain Associate continuity in order to provide efficient service to your client
93. Volunteer to write a Q & A column for a newspaper or business publication
94. Send current law updates to your clients based on their interests
95. Continually cross sell with lawyers in other firms
96. Write op-ed pieces and a regular newspaper column
97. Teach partners how to respond to the press and handle crises situations
98. Always practice with integrity
99. Carry a unique business card (plastic, color, etc.)

100. Your goal is to have every partner and employee realize that it is in their own best interest to do whatever they can to develop business for the firm