

# TEN OPPORTUNITIES TO IMPROVE YOUR **LAW FIRM MARKETING**

*Practical strategies you can use to grow your law practice.*



**Your marketing strategy is the key to growing your law firm.** If your marketing strategy is stale (or non-existent) you're not going to fuel the growth you're hoping for. On the other hand, an effective marketing strategy will help you bring in new clients, generate more referrals, and even help you justify higher rates.

Effective marketing leads to consistent, predictable growth. Many solo lawyers are caught in a boom-and-bust cycle - one month, they are overloaded with more work than they can handle, but the next month they're twiddling their thumbs and wondering how they're going to meet payroll. Does this sound familiar?

In this report, I suggest some possible “new additions” to help you break the cycle and take your marketing to the next level. How can you attract the clients and the work that you legitimately enjoy – and free yourself from the economic pressure to take any matter that shows up at your door?

Here are ten ideas to get your wheels turning. Don't try to implement all of these at once – I recommend focusing on just one or two initiatives at a time. Which ideas resonate with you and make sense for your firm?



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**1) Launch a podcast.** Podcasting has exploded as a media source – iTunes reports over one billion subscriptions, and hundreds of millions of plays per month. Launching a podcast geared towards your target market is an effective strategy that you can use to educate potential clients, keep them engaged, and build your credibility at the same time. The key is to come up with a theme and a direction that provides genuinely valuable information to your market. As a business attorney, you could focus your podcast on legal pitfalls that entrepreneurs should be aware of. A family attorney could focus on preparing for and navigating the divorce process, including how to protect and care for the children involved. The possibilities are endless. What are the most common questions and misunderstandings that your clients have? Chances are, addressing those issues would make a great podcast.

**2) Host events.** Creating and hosting in-person events for potential clients and referral sources can generate momentum and enthusiasm for your practice. We’ve seen clients take this strategy in many different directions – from hosting monthly informational sessions for individuals contemplating divorce, to holding quarterly VIP parties for top referral sources, to organizing seminars featuring expert speakers on topics of interest to business owners. Get creative and find an angle to host in-person events and build a community around your law firm.

**3) Sharpen your referral strategy.** Referrals are a primary source of new business for most law firms, and clients who are referred to you are typically among the most pleasant and profitable to work with. Are you doing everything you can to maximize these referrals? Start by identifying your top referral sources and invest time and energy into deepening those relationships. Identify other individuals who are strategically positioned to send a high volume of work your way and create relationships with them as well. The potential payoff makes it worth your personal investment in this relatively short list of individuals. But, don’t neglect your current clients, your past clients, and your larger network. Ensure that you’re creating top-of-mind awareness and continually educating them on what a good referral looks like. Consider creating referral incentives or even holding regular referral competitions to keep your entire network engaged.



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**4) Targeted sponsorships.** Sponsorships can be a big waste of money if you take the wrong approach. Do NOT jump on every opportunity that comes your way. I've seen firms spend large sums of money sponsoring organizations, events, or publications that have little-to-no relevance to their target market. On the other hand, if you can identify groups, events, websites, or magazines that your clients are engaged with, sponsorship can make a great deal of sense. The best approach is generally to identify a small number of organizations or publications to sponsor, and to engage with them as deeply as possible. Sponsor their events and ask for speaking opportunities or other visibility. Sponsor newsletters and ask if you can also contribute content. Do your best to create repeated touch-points for members or subscribers — repetition and consistency is key.

**5) Offer an audit or check-in to past and current clients.** Oftentimes there is more work to be done for your past and even current clients. They just don't know they need it yet, or they don't know that you can provide the solution. Solve both problems by creating an "audit" or evaluation for your clients. This could be a worksheet they complete on their own, or it may be a sit-down with you or (even better) someone on your team. The goal is simple: ask them questions about their business, their estate plan, their family life, whatever it may be, and help them to see that they need your help in these areas. Be prepared to explain how you can help them address these challenges or take advantage of the opportunities that you have uncovered together. This simple strategy could result in a massive influx of new work.



**Once you've had your book printed, the marketing opportunities are endless. Give it away at consultations. Offer it as a gift to past clients. Use it as a door prize at events.**

**6) Publish a book.** There's arguably no greater tool to establish your credibility and your expertise in your area of practice than publishing a book. While it might sound overwhelming, chances are that you have a good amount of content that you have created over the years which could be re-purposed into a book. If you have a marketing person on your team, assign them to organize this content into an outline. Then, create new content as needed to fill holes and create cohesion. There are a variety of companies out there that can help you lay out and publish your book, and some of them can even help you with the content as well.

Once you've had your book printed, the marketing opportunities are endless. Give it away at consultations. Offer it as a gift to past clients. Use it as a door prize at events. It's a powerful tool that will enhance your credibility and build your brand as an authority in your practice area in a very big way.

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**7) Network smarter.** Networking is a valuable strategy for drumming up referrals and new business, particularly when you're in the "more-time-than-money" phase of your firm. But it's important to manage your investment well. Don't simply attend every event in your area. Instead, identify a small handful of targeted organizations that have great potential and get heavily involved. Don't just attend, get involved in leadership. Speak at events. You'll get a much better return from deep involvement in a few carefully selected organizations than you will from surface-level involvement in a large number of groups.

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**8) Speak.** Speaking positions you as an expert and an authority. It's a great way to attract new clients. Look for opportunities to speak in front of your target market — whether that's a networking group, a trade association, a seminar or conference, or whatever the case may be. Look for opportunities to educate your audience while building your expertise at the same time. This can include presentations on changing laws and regulations that impact your industry, tips and strategies for your market, best practices for avoiding legal disputes, and more. Just be sure that you're targeting speaking opportunities that make strategic sense for you — opportunities to reach potential clients in a way that enhances your expertise and your position in the marketplace.

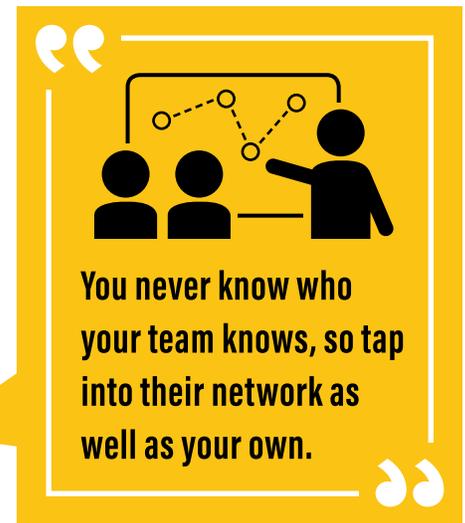
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**9) Launch a joint venture.** Who can you partner with and what can you create to reach a new audience? I know a business lawyer that partnered with a banker and a graphic designer to create a "one stop start-up shop" for entrepreneurs — helping them to address the legal, financial, and marketing needs of their new business all in one place. Don't be afraid to think outside of the box here — who can you join forces with to provide a uniquely valuable product or service for your clients? The advantages to this approach are significant — it represents an opportunity to earn additional income from your existing clients, but more importantly it also gives you access to the clients and customers of your partners in this venture. If you're creative, you may also tap into a whole "new market" by creating a product or service that didn't previously exist. Many of these people will expand the relationship over time, engaging you beyond the scope of the initial joint venture.

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**10) Train your staff to recognize and capitalize on opportunities for new business.** Finally, get the team involved. Your staff likely knows people that could use your services or will encounter them in their daily life — and they’ve seen firsthand how your firm creates value for your clients. Teach them how to recognize potential clients, how to engage them, and how to connect them with you (or whoever handles the intake process for your firm). This doesn’t have to be a complicated process and it frankly shouldn’t be hard for your team to execute. They just need to understand who’s a good fit and be able to briefly articulate the value that your firm provides to those clients. You never know who your team knows, so tap into their network as well as your own. You can consider offering some sort of incentive for your team members, if appropriate. Make it a team effort!



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We’ve covered a lot of ground here, and hopefully you’ve gleaned a few ideas that could work for your firm. But it’s important to be realistic about this — don’t bite off more than you can chew. I suggest that you identify one (or two at most) new initiatives to start with. Invest the time to get them up and running and carefully track your results. When you find something that works well, make it a part of your ongoing marketing system and then move on to the next new idea.



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## About the Author

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