

NINE IDEAS

COST-EFFECTIVE MARKETING FOR YOU AND YOUR LEGAL PRACTICE

1 DEFINE WHO YOU ARE!

You should be able to describe yourself and your practice in less than four sentences. First impressions are critical ...Rehearse!

2 WRITE A WINNING BIOGRAPHY! – IN ENGLISH, NOT LEGALESE

Take the time to write several bios that reflect the different areas of practice you bring to your clients. Don't write in legalese. Remember your client expects you to be the expert, so your role is to let them know you have the legal skills and understand their business. Don't forget to support your biography with credentials that reflect the markets or legal services you are addressing.

3 KNOW THE POWER OF A PERSONAL MARKETING PLAN!

It only costs you your time to develop a plan for marketing. Get input from others – peers, friends, contacts – even trusted clients. Some of the best ideas come from feedback and brainstorming with others, it creates a feeling of teamwork and everyone will feel more invested in seeing the success and growth of your practice.

4 JOIN ASSOCIATIONS – GAIN VISIBILITY AND NETWORK!

Consider your practice – think about what business associations would support your business development efforts...*join*...become an active participant. Choose selectively and carefully. Leverage your personal interests. The best way to develop resources is to really enjoy and be committed to your outside activities.

5 GENERATE REFERRALS

Word of mouth continues to be one of the best marketing tools — use it! Personal referrals always carry with them the credibility of the individual. Don't forget to leverage your contacts and clients. If you ask for referrals, you will probably receive them, or at least you will have planted the seed!

6 ASK FOR TESTIMONIALS

If appropriate, receive written testimonials from specific clients about the work or case you have successfully completed. A satisfied client leads to more clients!

7 USE VOICE MAIL

In today's business world, 24-hour accessibility is the rule not the exception. Make the most of leaving your message, especially if it is a prospect or client development call. Be brief but "intriguing," it may prompt a call back out of curiosity.

8 MARKET "ATTITUDE"!

One of the most powerful marketing tools that costs nothing at all, is your attitude. When you think of every aspect of your practice as a business, with a view towards its marketing impact, then even the most basic issues take on a new meaning. Presenting a professional, successful attitude involves even simple tasks, from the design of your business card to the way you introduce yourself.

9 MEMORIZE THESE SEVEN MAGIC WORDS

"Leverage existing contacts or client successes daily." Integrate this into your everyday business development plan, expand your rolodex and use it!

FACT

The cost of marketing can be an expensive line item in your business plan. There are many creative ways to save money as you develop your practice plan. Implement the following low-cost, no-cost ideas and see results!

Hollis R. Chase, President