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# 20 QUICK MARKETING TIPS: 11 THROUGH 20

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This article might provide some reminders to experienced rainmakers. But it is mostly written for what I lovingly refer to as a baby lawyer: someone just starting out. It will also be informative for the "service lawyer" who has spent most of his or her career performing (I hope challenging) work for other attorneys' clients. It will be particularly helpful for those who have well-developed legal skills, and now find that they must also bring in clients for the first time.

In my last column, I published tips 1 through 10. If you didn't get to read it and are a PBA member, you can get a copy by sending an email request to lawpractice@pabar.org. (Be sure to include your full name, PBA member ID and the county in which your firm is located.)

**Here are the remaining tips:**

**No. 11:** Help staff become firm marketers. Make sure they understand the firm brand, all the areas of practice, and the credentials and any honors of the lawyers including those for whom they don't work for. Be sure to share client success stories internally with staff. Blowing your own horn internally isn't immodest; it's educational.

**No. 12:** Have a plan, a written plan. Specify goals that are measurable. Track results. Break down the activities / objectives that are necessary to reach the goal, on paper/computer. Determine how much time you will need. Block off adequate time on the calendar for the activities. Don't expect to just "find" a half day for marketing.

Block off between one to three hours on a regular basis to get these activities done. Be specific as to what each segment of time blocked is for. "Marketing" is not specific. "Contact six people who I have not spoken to in greater than six months" is specific. Include the names.

Let me assure you that the No. 1 reason lawyers with brilliant marketing ideas fall flat on their faces year after year is because they do not write their plans down, do not break it into objectives and concrete tasks and, most importantly, do not actually block off time on the calendar to get it done.

**No. 13:** Education-based marketing is still one of the most effective strategies to create a brand which attracts clients. Refer back to point No. 1. It may be outside your comfort zone to speak to a group. You may, and probably will, stink at first.

**No. 14:** Following up on No. 13, don't waste time training your competitors. That is unless your skill level and knowledge is so far beyond the pack that you can share valuable information, while letting them know where the line is into the overly complex danger zone where they should be sending the client to you!

**No. 15:** Following up on No. 14, do strategic research to find out where your ideal target clients go for education. You don't know? Ask! In person or on your intake form. Or by reviewing their LinkedIn postings.

**No. 16:** Publishing is another form of education-based marketing. Today we are fortunate to be able to self-publish. The larger your audience on social media, the more people are likely to read what you write. Don't make it a treatise. Make it a quick answer to the question they're pondering. Or an observation which will be valuable to your prospective client.

**No. 17:** Publishing in other venues can be far more influential in creating your brand as a subject-matter expert. Find what your clients and prospects read and work toward getting published there. Not sure? Ask! Or, go to the library and check out publications by industry in a reference book called Bacon's.

**No. 18:** What makes you different? Why you and not the lawyer down the street? Figure out what makes you unique and communicate it at every opportunity.

**No. 19:** Have your elevator speech prepared and rehearsed. Not sure what that is? Send me an email to lawpractice@pabar.org asking me for the article I wrote on the topic. (Be sure to include your full name, PBA member ID, and the county in which your firm is located.)

**No. 20:** Get yourself recognized. Almost every issue of the *Pennsylvania Bar News* includes information about people getting awards and special recognition. Scan through people's posts on LinkedIn and you are guaranteed to see many which start with something like, "Honored to have been recognized for . . ." If you find yourself wondering why them and not you, maybe it's because you haven't made an effort.

Don't be shy about asking a client or colleague to nominate you for an award or recognition you believe you deserve. In fact, don't feel you can't nominate yourself! Keep in mind that at large firms they have people on staff who research what awards and recognitions are available and create submissions or seek out nominations for the attorney. Good things don't always come to those who wait.

One more word about this is my frequent saying: "No doesn't mean never; it means not now!" You may not get the award this year. Maybe not next. But persistence does pay off. Adding the award or special recognition to your website bio will have a positive impact. No one will wonder or ask how you got nominated or how many tries it took!

Need more help? Wondering whether to hire a marketing consultant? Thinking you have to pay big bucks for a search engine optimization/search engine marketing expert? If you're a PBA member, don't hire or spend a penny before arranging a free call with me to discuss your strategy. Your dues dollars at work!

Share your reactions to or comments on this feature with Ellen Freedman at ellen@freedmanlpm.com.

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