

# 15 MARKETING TIPS THAT WORK IN THE NEW ECONOMY

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## 1. Take control of your time.

The first barrier to marketing isn't "I don't know" but "I don't have time." Everyone has the same number of hours in their day. Some use them more efficiently than others. Decide how you will use your time. Manage yourself and your team. Don't allow everyone to manage you.

- Develop a Traffic Cop
- Minimize Multitasking
- Schedule Specific Staff Time
- Develop E-Mail Discipline
- Set Specific Call Handling Times
- Set Specific Times for Client Appointments and Calls
- Develop Cell Phone Discipline
- Set Boundaries on Office Time

## 2. Focus your practice.

The second barrier to marketing is a practice that takes everything and filters nothing. Develop a practice focus - what you are best at – and what the marketplace will identify as special, distinctive, unusual And within that, be selective. Focus on the 20% that are most profitable and turn down more of the 80% that aren't – but keep you too busy and too stressed to market. Happiness and profit will be the result.

Today's Marketing Key Words:

Focus – Niche – Target Market

## 3. Make marketing an absolute priority.

Marketing isn't an interruption in your practice – it's what creates it. Without clients, your skills are irrelevant. Marketing comes first, because if you can't pay your bills and make a decent living, you won't be in practice for long.

### Hierarchy of Value of the Attorney in the Practice

1. Client development
2. Client relationships
3. Strategy
4. Managing the team to get the result
5. Accomplishing high-level legal work

#### 4. Talk to the right people.

The most profitable practices are built on long-term referral relationships.

Referrals are sent by people who KNOW you - LIKE you - TRUST you And WANT TO SUPPORT you.

...And importantly, who have consistent ability to refer you the type of client you want!

Therefore, you must AVOID M-B-W-A – “Marketing By Wandering Around.”

Go through your files and make a list of your current and past referral sources. Rate them as to their potential, and on the level of your relationship with them. Focus on your best sources.

#### 5. Stop selling.

People refer to you because you’re good at what you do, but given equal competency between two attorneys, they will refer to the one they like the best. Be genuine, friendly and honest. Don’t sell. No one likes the glad-hander in the white suit.

#### Keys To Building & Maintaining Relationships

- Insincerity doesn’t work
- Stop “marketing” and focus on building “friend” relationships
- Be interested, *listen & remember*
- Find common ground
- Don’t sell yourself (until asked)
- Make notes after each contact
- Review your notes before each meeting
- Avoid “Groundhog Day”

#### 6. Talk 10%, listen 90%, remember 100%.

Everyone’s favorite subject is themselves, not you. Yet most of our listening is just waiting for our next chance to talk. Real listening, and being genuinely interested in what is said, is flattering, and remembering something from previous conversations tells the person “you’re important to me.” Both build relationship.

#### 7. Educate on what you do & who you work with.

Ever have a client say “I didn’t know you did that!” Even some of your best clients and referral sources may be in the same boat. If so, you’re losing business that could have easily been yours. Make sure all of your contacts know what you do, and what types of people you work with.

#### The 7 Reasons Why You DON’T Get Referrals

1. Don’t (hardly) know you

2. Don't know what you do
3. Didn't think of (remember) you
4. Think you're too good/busy
5. Think you're too expensive
6. Think you're too young/ inexperienced (*not good enough*)
7. Have a relative who is a lawyer

#### 8. Stop speaking lawyerese.

Even other lawyers get tired of legal jargon, and non-lawyers take it as elitist. Tell people in simple language what you actually do rather than what specialty you practice. They're more likely to remember it at the right time.

**Learn How to Speak VALUE, BENEFIT & RESULTS**

**Instead of process and skills!**

#### 9. Speak benefits not tools.

No one wants a lawyer. They want something else that they have to get a lawyer to help them obtain. The law you practice is just the tool you use to get it for them. Talk about the destination, not the journey.

***When You Speak VALUE... Listeners Understand Your Potential Value to Them...***

***And You Are Training Others How to Speak More Effectively About You!***

#### 10. Stay in consistent contact.

Good referrals are lost because your sources haven't seen you in too long, so you're gone from their consciousness. Make sure you reach out and touch all of your referral sources and former clients often enough that they remember you at the crucial moment.

**Result of "Flurry" Marketing:**

- Few strong relationships
- Air of desperation
- Marketing as an exception to your normal practice
- Frustration
- Self-fulfilling prophecy
- Very ineffective marketing

**Result of Consistent Contact Over Time**

- Maintains “Top of Mind Awareness”
- Relationships grow over time
- Marketing integrated into practice
- New habits created
- Marketing becomes more effective
- Revenues grow over time

**11. Make marketing fun.**

You will find a thousand reasons to cancel out on “grit your teeth” marketing activities. Find what interests you have in common with your referral sources and do something you both enjoy. You’ll do more of it and build far better relationships along the way.

- Seek common interests
- Drop the “sell” and enjoy the social
- Invite others to join you in things you enjoy
- Include them in family activities

**12. Remember that the event is not the purpose.**

Lunch, a seminar, an article or a meeting is not the marketing purpose. The purpose is to develop new business, or build or maintain relationships. Make sure you maximize the desired impact from each event.

**The Purpose of Marketing Activities is Always...**

*Relationship*

*Top of Mind Awareness*

*Referrals*

**13. Look for the three-cushion shot.**

Leverage your marketing by finding multiple ways to take advantage of your efforts. Convert your speaker notes into an article for publication, then e-mail it to your contacts, and post it on your website.

- Publish a speech
- Add the article to your website
- Create a “roundtable”
- Invite compatible contacts to lunch to meet each other

**14. Thank and acknowledge every referral.**

More than half of the average attorney's referrals are never acknowledged because they never made an appointment, never hired you, or because you just forgot. Track the source of every call, and build a system to acknowledge EVERY referral, regardless of whether it became a client. The referrer was trying to help, and THANK YOU is a powerful phrase.

**Build Systems to Acknowledge**

- Initial Client Inquiry Form
  - New clients
  - Prospects
- Initial File Setup Checklist
- File Closing Checklist

**15. Understand how most prospects make the decision to hire you.**

Most prospects have no real ability to gauge your competence. Unless they are sophisticated professionals or have very limited funds, they will hire you on the basis of emotion – how they “feel” about you and whether they like and trust you. Are you creating personal connection – “know, like and trust” – or distance with cold intellectual discourse? The old saw is true: “I don't care how much you know until I know how much you care.”

**Every Client or Prospect Comes To You in Some Degree Of FEAR & MISTRUST!****They Will Make Decisions Based On:**

- Other people's opinions
- Their own feelings and emotions
  - Positive
  - Negative

Remember the “Emotional Bank Account”

At Every Moment You Are Either Increasing or Decreasing  
Their Trust in You – *And That CONTINUES Throughout the Relationship!*

**You have questions, we have answers.  
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