



Flying Turtle Marketing presents...

THE LAWS OF ATTRACTION

15 Killer Marketing Tips for Attracting and Retaining Great Clients

1) *The Two Percent Rule*

How much should a law firm spend on marketing? The rule of thumb is to spend two percent of gross revenues—not counting marketing-staff salaries—on marketing and business development (sales). Most firms fall dramatically short of that goal; as a result, they may be missing out on much-needed exposure, growth, visibility—and revenue.

2) *One Is The Loneliest Number*

One brochure, one direct-mail campaign, one PR blitz, one Web site. One *anything* will not get you noticed. Fact is, prospects must hear or see your name *nine* times before they act. That means you've got to market consistently in order to stay on their radar screens.

This requires some investment in time and resources; however, not all marketing tools cost a bundle. In addition to the basics—a Web site and a corporate brochure—there are plenty of inexpensive but highly effective ways to remain top of mind: launch an e-zine (electronic newsletter); start a blog; hit the speakers' circuit; write articles; author a downloadable e-book; get publicity; network.

3) *Looks Matter*

Instead of conforming to the traditional "lawyer look"—i.e. marketing materials that sport the scales of justice; the omnipresent handshake; the voluminous legal tomes—why not break out of the "same old, same old" mold and give your firm an outside-the-legal-box identity? Dare to brand your firm with an atypical yet memorable image, and you'll differentiate yourself even further from your competitors.

4) *What's The Difference?*

Many people think all lawyers are alike. And if your marketing materials sound like every other lawyer's materials, why should they believe otherwise? Be sure to clarify why you are different from your competitors. If prospects don't know your competitive advantages, they'll have no reason to hire you over the attorney across town.

5) *It's Not About You*

Instead of trumpeting your degrees, awards, and credentials on your Web site and in your marketing materials, focus on your clients, what their needs are, and how you can help them.

List the industries you serve, post helpful articles on your site, engage visitors with a blog (see "What About Blog?," below), and become an invaluable resource to clients and prospects. Give them a reason to return to your Web site and/or blog over and over again.

Of course, a detailed biography is important, gives you credibility, and should be highlighted—but avoid beginning a marketing piece with the words "I" or "We." Instead, make sure the content is "you" centric.

6) *Put Fees In Print*

Some people assume lawyers set their fees based on what they think the potential client can afford. Put prospects at ease by issuing them a printout of your fee schedule. This will help them overcome their suspicion and make them feel more comfortable when talking money.

7) What About Blog?

A blog is a potent marketing vehicle. Short for “Web log,” the blog is essentially an interactive Web site comprised of entries displayed in chronological order, with the most recent posting at the top.

Here you can post news, opinions, musings, and/or commentary and establish yourself as an authority in your field. You can also invite visitors to comment on the topic at hand, creating a dialogue between you and your audience.

Assign a member of your firm to be the designated blogger, or invite various members of the organization to create their own blogs, each with its own spin. Just be sure to update the blog frequently—weekly or even daily—to keep it fresh and relevant.

You’ll find hundreds of legal blogs on this directory, www.blawg.com. To set up your blog, check out www.blogger.com, <http://googleblog.blogspot.com>, or www.typepad.com.

8) Attention!

We all love attention, and our clients are no exception. Is your client about to receive a prestigious community or industry award? Was he or she promoted? Is a special event—like an anniversary or a big move—on the horizon? If so, be sure to acknowledge and celebrate your client’s success with a handwritten note, flowers, or a thoughtful gift. This is a small gesture with a potentially big payoff.

9) Give Guarantee

As an attorney, there are many things you can’t guarantee. However, there are a number of things you *do* have control over and can *guarantee in writing* to your clients. You might, for example, pledge to return phone calls within a certain timeframe, meet all deadlines, make sure a lawyer is always available, give out your cell phone number, not exceed a quoted fee, take calls on weekends, and so forth. Such guarantees may help prospects feel more comfortable doing business with you.

10) Launch An E-Zine

Ongoing communication is the key to a healthy relationship. And now, thanks to e-mail, it’s more affordable than ever. Instead of mailing out monthly newsletters, reports, updates, or other mass correspondence, you can distribute weekly newsletters via e-mail.

These electronic “magazines”—or e-zines—keep you in front of clients and prospects and let you disseminate valuable information to hundreds, even thousands of readers at a time.

Position yourself as the expert and include things like educational articles, helpful tips, interpretations of court decisions, proposed legislation, a question-and-answer section, special offers, invitations to upcoming seminars, and so on.

Make sure the e-zine is well designed and professional looking. And if you’re sending it to “regular” people and not other attorneys, use layman’s terms—not industry jargon—in the articles.

Finally, entice recipients to read the e-zine with a catchy title in the subject line. “John Smith’s October Newsletter” may not do the trick. Try more intriguing titles, like: “8 Ways to Avoid a Lawsuit,” “7 Deadly Mistakes to Avoid When Launching a Business,” or “The Super-Simple Secret to Buying a Home.”

The easiest and most efficient way to create and manage your e-zine is through services like Constant Contact, www.ConstantContact.com, www.iContact.com, or Emma, www.MyEmma.com. For a review of the top 10 e-mail marketing services, go to www.Email-Marketing-Service-Review.TopTenReviews.com.

And to really give your e-zines high-octane style, personality, and selling power, check out the [Ezine Queen](#), one of the world’s premier experts in e-mail marketing.

11) Get Off The Couch And Network

More than just mingling around a roomful of people, handing out business cards, and reciting your credentials, networking is about building relationships. So instead of walking up to people and talking about yourself, see what you can learn about *them*. By showing a genuine interest in others, you earn people's respect, trust, and friendship. And don't forget, every individual has a large sphere of influence—so even though one person may not become a client, chances are he or she knows someone who could use your services.

Instead of joining lots or organizations and spreading yourself thin among eight or 10 networking groups, edit them down to the top two or three—then make it a point to get involved. Join the board of directors, chair a committee, edit the newsletter. By volunteering for a visible position, it won't be long before everyone in the organization knows you.

12) Grab Your Partner

Forming strategic partnerships with professionals whose occupations complement yours is a great way to expand your marketing efforts. For example, if you're a business attorney, you may want to reach out to accountants, financial advisors, business advisors, and even other attorneys in complementary fields. Offer to refer business back and forth. Send out a mailing to your clients introducing your partner(s)—and ask your partner(s) to do the same. Conduct workshops, seminars, and networking events together.

13) Reach Out And Touch Your Clients

Client retention is one of the most important, albeit neglected, areas of legal marketing. How do you let your clients know you're thinking of them—that they're important to you—especially when you're not actively doing business with them? Give them a call to see how they're doing; take them to lunch; host a client lunch or dinner; form a client-advisory panel and seek out their advice. Be sure to implement a formal client-retention program and commit to reaching out on a regular basis.

14) Bang Out A Book

It doesn't have to be the next *War and Peace*, but authoring a book or information product is a spectacular way to flaunt your knowledge, hone your reputation as an expert, and even fatten your wallet. These days, you can easily self-publish your manuscript through Web sites like CafePress (www.CafePress.com) and Amazon (www.amazon.com), or you can offer it as a downloadable file for free or a fee on your own site.

Write about what you know, keep it simple and well organized, and include as many tips, resources, instructions, and checklists as you can. Appeal to a niche market with a specific problem or interest; for example, a book on legal issues for women entrepreneurs is easier to write and sell than legal issues for all business owners. Why? You know *exactly* to whom you're writing and *exactly* whom you want to reach.

15) Hit The Speakers' Circuit

Speaking at seminars, leading roundtable discussions, facilitating workshops—these are all effective ways to be seen, heard, and remembered. Plus, getting on your soapbox positions you as an expert in your field. If you have a book or information product under your belt, it's the perfect place to sell or distribute it. Potential speaking outlets include libraries, service groups, schools, colleges, and trade and business organizations.



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ATTRACTING AND RETAINING KILLER CLIENTS

Personal Action Plan

- Target five potential clients each month you'd like to develop relationships with; send them a note, invite them to lunch, send them a free tip sheet, etc.

1. _____
2. _____
3. _____
4. _____
5. _____

Will contact on (date): _____

Completed (date): _____

- Target current clients for whom you've done work and determine if there's additional work you could be doing for them.

1. _____
2. _____
3. _____
4. _____
5. _____

Will contact on (date): _____

Completed (date): _____

- Think of some people who have done an important favor for you, given you a referral, or sent some extra business your way. Send each person a modest gift (book, golf balls, bottle of wine, etc.) or a handwritten note thanking them for their help, referral or work.

1. _____
2. _____
3. _____
4. _____
5. _____

Will contact on (date): _____

Completed (date): _____

- Think of a client or contact who could benefit from a referral to someone else in your network.

1. _____
2. _____
3. _____
4. _____
5. _____

Will contact on (date): _____

Completed (date): _____

- Think of a client whose business is extremely important to you. Suggest a brown bag lunch at which you will give the client some free advice or an update on some important legal or business developments.

1. _____
2. _____
3. _____
4. _____
5. _____

Will contact on (date): _____

Completed (date): _____

- Think of a business acquaintance with whom you once enjoyed a good relationship, but have not been in touch with for awhile; reconnect with that person by letter, e-mail, or phone. (For example: "Hi, I know I should have been better about staying in touch.... I thought it would be nice, however, if we could reconnect....").

1. _____
2. _____
3. _____
4. _____
5. _____

Will contact on (date): _____

Completed (date): _____

- Identify five clients to whom your firm could make a presentation on a relevant issue or concern.

1. _____
2. _____
3. _____
4. _____
5. _____

- Will contact on (date): _____
 Completed (date): _____

- Think of a client you would feel comfortable inviting to a social event, or with whom you could play golf, tennis, bridge, etc.

1. _____
2. _____
3. _____
4. _____
5. _____

- Will contact on (date): _____
 Completed (date): _____

- Think of a five people with whom you could form strategic partnerships (other attorneys, accountants, business advisors, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____

- Will contact on (date): _____
 Completed (date): _____

- Pursue at least two of the following activities over the next six months. Then choose two more for the following six months, and so forth.

1. Contribute to a newsletter or client advisory.

Completed (date): _____

2. Write an article for an industry or trade publication.

Completed (date): _____

3. Make a speech at a business or industry conference or seminar.

Completed (date): _____

4. Host a seminar on a specific legal or business subject.

Completed (date): _____

5. Join a business or industry association or organization and participate actively on a committee.

Completed (date): _____

6. Act as a host or sponsor for a charity or community-service event.

Completed (date): _____

7. Launch an e-zine.

Completed (date): _____

8. Author a book or information product.

Completed (date): _____

9. Start a blog.

Completed (date): _____

10. Develop a compelling guarantee that you can promote in your marketing materials.

Completed (date): _____

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