

PROMOTING AND MARKETING YOUR PRACTICE ON A SHOESTRING

By Eleanor Southers

1. What factors should you consider in Promoting and Marketing Your Practice
 - How much time will it take?
 - How much will it cost?
 - How do I figure out the most cost effective way to market?
 - Where do I start?

2. Before preparing your Marketing Plan:
 - Prepare a Mission Statement
 - Identify your potential clients
 - Identify your competition
 - Determine your geographic area
 - Estimate your budget

3. Crash Marketing Plan101:
 - Ideal Client- Case (Your Target Market)
 - Less than Ideal Client/ Totally Inappropriate Client-Case
 - Advertising
 - Public Relations
 - Direct Mail
 - Website and e-promotions
 - Testimonials
 - Branding
 - Networking

4. Biggest Mistakes Attorneys Make in Promotion and Marketing:
 - Poor research and planning
 - Not clear in stating what they do and what kind of clients they are looking for.
 - Marketing and spending time with people who will not refer to them
 - Putting money into advertising in the wrong places
 - Not taking the time to develop relationships
 - Not helping other professionals in their businesses.
 - Belief that they don't have to market or promote themselves
 - Apathy
 - Not identifying their strengths and weaknesses.
 - Not prioritizing/ Poor time management

- Not using their staff, family, friends and clients as marketing sources
- Not having clear cut goals resulting from their Marketing Plan.
- Not asking for help or advice.

5. Four Things You Can Do This Week to Save Money in Promoting and Marketing Your Practice:

- Locate one event that you can attend free (or almost free) but will give you access to your target market.
- Invite two people to have lunch with you who also might be able to refer to each other as well as you (this is how you get a free lunch!)
- Identify the one past or present client who has referred client/cases to you. Pick up the phone and tell them how grateful you are for their help.
- Send your local newspaper a press release about your practice or about something interesting you are doing in the legal field.