



Market Your Legal Business: 50 in 50

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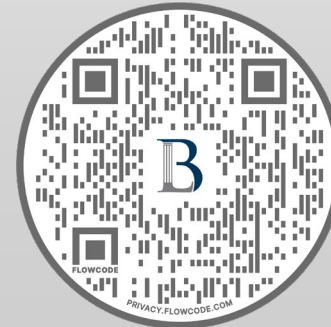
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Start

1. Decide your marketing plan – Bar organizations, networking with a purpose, digital (google/internet) based, social (FB, Insta), what will you do?
2. Listen to [Maximum Lawyer](#) podcast/fb group; [I Love Marketing](#) podcast;
Read marketing books
3. Decide who your perfect client is – to whom are you marketing?
4. Business plan? Logo? QR code?



Newsletter/Email lists

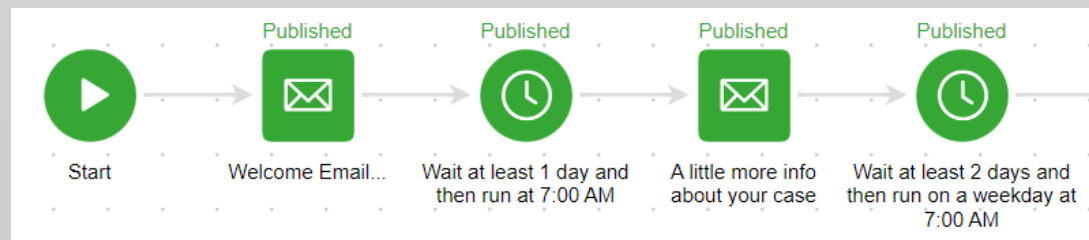
5. Do an electronic or paper newsletter (bi weekly or monthly)

6. Put your list into CRM (MailChimp; Constant Contact; Keap) to communicate/market

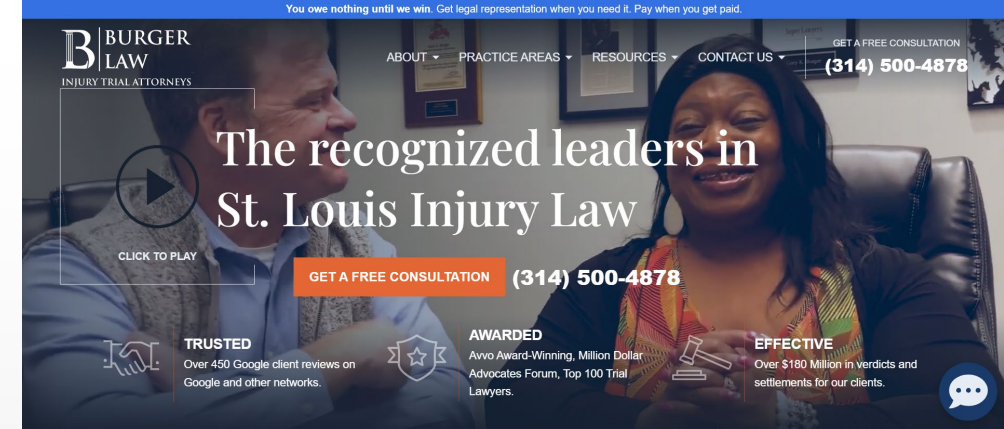


7. Get your list together- your personal/business contacts and past clients for list and initial marketing efforts

8. Automated email campaigns (new case, new client, litigation, trial, google reviews and videos for deposition prep)



Digital



9. Build a [website](#); put yourself on firm site; Get a cheap URL on GoDaddy.com
10. Decide a web based initial marketing plan – what will you do with your web presence?
11. [UpWork](#) and [Fiverr](#) - Do URL, Website, Logo, and Graphics for under \$500
12. In the beginning, you can learn WordPress to put up a lot of blogs yourself and tag a bunch of stuff; do Google analytics yourself

Digital

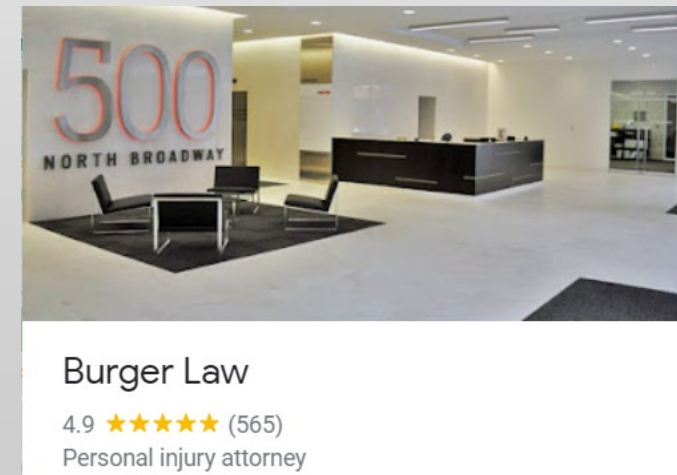
13. [Facebook business page](#)



14. [Google Business Profile](#) (formerly Google My Business) page and geographic Google location

15. Reviews – Google - system and tracking for getting; Yelp, Facebook and other reviews

16. PPC and SEO

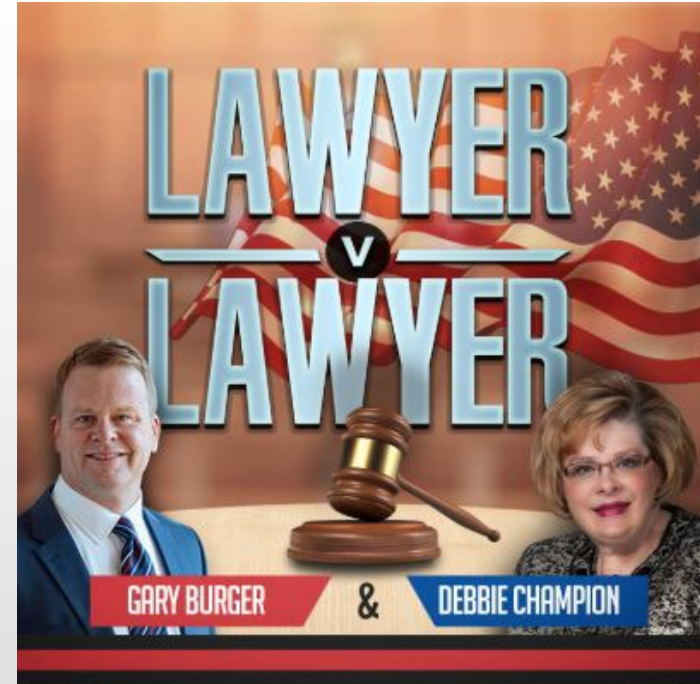


Digital, but Personal

17. Start a Podcast – [LawyervLawyer](#)

18. [YouTube channel](#)

19. Credentials – SuperLawyers, Findlaw, Martindale (is Avvo still around?)



Digital, but Personal

- 20. Community Marketing – [Bikes for Kids](#)
- 21. [Write E-Books and put them on your website](#) (my 7 books all presented and published for less than \$500) – why – marketing funnels



Personal

22. [Market yourself to other lawyers](#)

23. Lunch List

24. Referrals - not quid pro quo; have the relationship and do not worry about getting cases



Personal

- 25. Social media presence
- 26. Hand out your card and ask for business X 10
- 27. Boards and organizations



Personal

28. 1/3 referrals, 1/3 marketing, 1/3 former clients?

29. Pay co-counsel fees under Rule 1.5(e)

30. CLE's - Give it away now – give away what you learn – the more you give the more you get



Lessons/Themes

31. Don't keep grumpy clients- fire them. They can hate you and bad Google review you now or they can hate you 6 months from now; often you cannot teach gratitude and you want every former client to be an ambassador for your firm
32. Don't get fancy letterhead, fancy checks, big case management system, expensive SEO Company or other high end stuff until you make a bunch of money to spend on it
33. The 3 most important things in marketing – Action, Action, Action
34. 2 week plan, 12 week plan and 5 year plan

Lessons/Themes

	URGENT	NOT URGENT
IMPORTANT	<u>Quadrant I</u> <i>urgent and important</i> DO	<u>Quadrant II</u> <i>not urgent but important</i> PLAN
NOT IMPORTANT	<u>Quadrant III</u> <i>urgent but not important</i> DELEGATE	<u>Quadrant IV</u> <i>not urgent and not important</i> ELIMINATE

35. 4 Quadrants from [First Things First](#)

36. Watch your message- don't fall into lawyer stereotypes- be the helpful, educating, selfless and raise all ships lawyer

37. Let go of the huge number of errors you will make in practice, marketing, and running your business –George Washington in Alexander Hamilton

38. Because you are going to make mistakes, procrastinate and not be perfect, remember the most important things in marketing: Just do it and Get it out the door.

Lessons/Themes

- 39. You choose your life- so either have the business, clients and staff you want or not
- 40. Spend the time and money to SEO and promote your own brand
- 41. Billboards, TV and mass advertisement doesn't work for most people. To do it you have to have a system to handle that business and a lot of money to succeed
- 42. Surrender to marketing and run your business; Serenity about what can control and cannot

Lessons/Themes

- 43. Come up with new novel ideas and try them-Opioids, ticket giveaways for friends, publishing results in newspapers, speaking at law schools or other organizations, Podcast, stay in front of people
- 44. Systematize anything you do more than 5 times – email campaigns and videos
- 45. Great lawyering = great marketing; Don't market and run your business so much that you forget your craft
- 46. DIY

Mature your marketing for the long haul – marathon not a sprint

- 47. As time keeps going increase marketing; task load
- 48. 3 jobs: Trial Lawyer, Firm Manager and Marketer (have you done all three of your jobs this week?); so get great support staff to help
- 49. Hang out with other like minded lawyers-for marketing and for practice (List Serves, Facebook and Podcast); [Maximum Lawyer](#), [MATA](#).
- 50. Maintain all of your good systems- add people to these programs, add people to your lunch list, keep cranking out newsletters, and keep writing notes and cards to good clients, keep blogging, videoing and writing books

Thank you!

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