

"MARKETING YOUR LAW FIRM"

45 Ideas for your consideration

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On several occasions I have given programs for the CLLA and NARCA providing details on how I was able to create a law firm with 140 employees. As I gave the programs, I expanded the agenda to the point where it contained 45 ideas for consideration. This article will share those ideas with you.

NAME, ADDRESS AND PHONE

1. The firm name should show some strength and size. Creditors like to know there is "backup". So it would not be "Office of John Jones"....it would be "John Jones & Associates".
2. Simplicity. The name should be easy to pronounce, and not six names long.
3. Name should remain the same...not changing each time someone leaves the firm. "Coca Cola" did not succeed in the change to "Classic Coke".
4. Address should be simple, but not a Post Office Box. P.O. Box gives the impression it is just a mail drop.
5. Use as your city name the well-known large metropolitan city, not a suburb where the office might be located.
6. Use an "800" number, e-mail address and website address on stationery to clients and other forwarders of claims. It gives the appearance of strength.
7. When giving a presentation, put your agenda in writing and provide it to the audience, using your stationery, so the firm name and address is constantly in front of them.
8. If you have a "branch" office or a large staff, let it be known.

CONTACTS WITH CLIENTS

9. Use every excuse to make contact. If you see a name in the paper of someone getting a promotion or award, send a note of congratulations.
10. Use salutation of "Dear Don" and NEVER "Dear Sir/Madam". Sign with your first name, not your last, to encourage a friendship relationship.
11. Develop a brochure of high quality, but don't build a book, for it won't be kept. The document should be strong on the subject of backup for handling claims.
12. Be professional in your appearance.. Do not be "far out"...be unique without being "strange"
13. Provide clients with a Rolodex card with emphasis on "COLLECTION ATTORNEY" on the lip.
14. Be on law lists which target your prospects. Get to know law list representatives, since they are often called upon for

recommendations when they list several firms in a city.

15. Sign the mail yourself. Not stamped signature, or computerized signature.
16. Issue short, but informative, reports. Don't issue a form report, except when otherwise requested by the client.
17. Belong to associations where the members engage in your areas of expertise.

CONTACT WITH THE PUBLIC

18. Find a "niche", and study it to become an expert so you can speak on the topic; then make credit groups aware that you are available to speak. Many creditor groups (trade associations, Chambers of Commerce, Credit Union Chapters) are constantly looking for speakers.
19. Advise your friends about your business... They may network for you.
20. Encourage site visits to your office to showcase your operation. Advise the staff when a visit is planned, so desks will be neat, and office attire will be appropriate.
21. When speaking to a group, view your meeting room in advance. Use the microphone properly so the audience can hear you. Dress appropriately. Make sure the room does not have too many seats, since it can make the audience look small.
22. Write articles about your "niche", and feed it to newsletters and newspapers.
23. Create your own office Newsletter, in print, or for the internet.
24. Join civic and charitable groups, and be active.
25. Make sure your listing appears properly on the internet directories..
26. Develop a list of credit grantors and utilize it with a newsletter.
27. If you see a name of a creditor in the paper doing something good, use it as an excuse for a contact.
28. When you ask a question at a meeting, stand up, identify yourself, speak loudly, and ask a good question.

ATTENDING CONVENTIONS.

29. Attendance at industry conventions is essential.
30. Always wear your name tag, and wear it high.
31. Everyone at the convention is a prospective forwarder, so try to meet everyone.
32. Spouses can be very valuable. Bring them. Let them circulate.
33. Circulate---"work the room". If other members of the firm are at the conference, don't spend your time with them. For meals, do not eat with members of your own firm, for this is a great time to meet other people.
34. Follow up conversations with a note after the convention to those you met, and those who did a good job in presentations. Use every excuse possible to send a complimentary note. People like to be appreciated, and it helps build a bond.
35. Take new people "under your wing". It makes you feel better, and may help both of you; but don't do things just because it may help you.
36. Attend all educational sessions, and participate in "breakout" sessions, for more intimate contacts.
37. Volunteer to work on a committee, and get exposure by actually working.

COMPETITORS AND EX-EMPLOYEES

38. Never "badmouth" a competitor---"a kick is a boost". Competitors can be feeders of business when there is a conflict.

