

# **Building a Law Practice - Getting and Keeping Clients**

## **20 Marketing Tips**

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# Marketing Tips

1. When clients retain you - take the time to learn about the client. Learn about them and their business.
2. Return phone calls - ASAP - - if you can't do it make sure one of your team returns the call and lets them know you will get to the as soon as possible.
3. Make your assistant or secretary part of the team that services the client.
4. Make visits to your clients even when there is no business to discuss. Call to schedule in advance. Show good will.
5. Know your clients outside hobbies and interests, know their spouses names, kids names. This should all be a part of a client profile database.
6. Always include a cover letter with your bill.
7. Do client surveys - it helps you understand your clients needs and shows your not afraid to ask how your doing.
8. Treat every client like they are your only client.
9. Acknowledge your clients success by writing them a note congratulating them on their accomplishments.
10. Keep your roll a dex up to date and use it regularly.
11. Market and sell yourself, the firm and the services everyday.
12. Develop, implement and update a strategic marketing plan.
13. Know what your competition is doing and compare yourself regularly.
14. Track your marketing activities regularly.
15. Teach associates how to market, why marketing is important and help them develop their style.
16. Remember that everybody in your firm, including your secretary, file clerk, etc. is part of your marketing team - respect them and treat them well.

17. Make sure your marketing tools are up to date, including your website, brochure, newsletter, letterhead, business cards, etc.
18. Internal marketing is as important as external marketing. Make sure all lawyers, administrative and support staff is familiar with all the services provided by the firm, that they know the client base and that they share positive comments in their circles.
19. Know where you get your business, how you get your business and where you can get more business. Financial reports are useful.
20. Communicate regularly with clients regarding the work you are doing for them. They want to know what is going on and they don't always want to make the phone call to find out.