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# MARKETING FOR THE SMALL LAW FIRM

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# Small Law Firm Marketing Plan

Many lawyers use the terms *advertising* and *marketing* as if they meant the same thing.

Lawyers whose practices continue to grow year after year understand that advertising is organized publicity but marketing is the total system of legal and business activities a firm uses in order to deliver quality, reasonably priced, ethical legal services.

In order to successfully operate such a system, you must have a plan. Here are some steps to help you create a marketing plan for your practice:

- **Analyze your present practice.** In what areas of the law do you presently provide services? Who are your present clients?

- **Identify the type of services you want to market.** Write down practice areas you want to promote, then make a list of specific services you can provide in each practice area.

- **Identify the clients you want.** Define them by geographical area, gender, age, education, occupation, financial status, marital status. Then determine where you can expect to find such people and the best methods to make them aware of your services.

- **Determine what sets your services apart from your competitors'.** Do you have previous career experience and contacts; are you newly graduated and enthusiastic; do you strive for total client satisfaction? Build your marketing plan around that centerpiece.

- **Set your goals.** Do you want to increase services provided to existing clients? Does your practice depend on a steady supply of new clients? Establish a *qualitative* standard you want to reach, such as making all the individuals for whom you do real estate closings aware of your estate planning services.

- **Set your objectives and develop a strategy.** When and how will you notify existing clients of the other services you provide? Establish a regular, step by step procedure for transmitting the information, such as speaking personally with the client at the end of the case, passing out a brochure, sending a case closing letter, publishing a newsletter or holding free client seminars on the practice areas you want to promote.

- **Evaluate your progress.** Keep statistics on the number of new cases you receive in the targeted practice area, and where the cases came from. Are the cases repeat business or new referrals? Who's doing the referring? Adjust your strategy as appropriate.

# Quick Marketing Tips

1. Emphasize the economic benefits of your services.

2. Communicate regularly with your clients.

3. Utilize your support staff as a part of your overall marketing effort.

4. Become active in your local and state bar associations.

5. Send a prompt thank you note to anyone who refers a client to you.