

Newsletter from Boyd Butler at www.greatlegalmarketing.co.uk

Be Your Own Consultant - Part Two

You may have read the last newsletter. Maybe you didn't. Maybe you did something with it. Like print it off so you can put it in a folder and refer back to it.

And then you can tick off something you did that was suggested in it? (Action is genius).

Here are some more tips on being your own consultant so you can take steps to improve your law firm. (I've pasted the last lot down at the end, just in case you want to refer to them again).

8. Testimonials help you get more buyers. Get as many as you can. On paper, on audio and on video. You'll never have too many.

I know a fire alarm company that sends a box of 100 testimonial letters out instead of a brochure.

You know that this "preponderance of proof" works.

<http://www.greatlegalmarketing.co.uk/testimonials> where to use them

9. Referrals. Do you have a systematic referral scheme? Do you frame your referral questions so that it is easy for someone to know exactly what you want when you ask for them?

<http://www.greatlegalmarketing.co.uk/Legalpracticemarketing>

10. Do you have a law firm where best practice is shared? Learning is the socialisation of knowledge. Think of a way to share your knowledge with your colleagues in your department and throughout the firm. Even a short email of "What I learnt today..." will start to make a huge difference. If you are a Partner look at your rewards and make them team based. You don't have to compete to win. It's more successful to share and if you must compete don't do it internally. Compete against external forces.

11. Get in touch with your local newspaper editor. Ask him if he would like to have lunch with you. Because you want to find out what he wants in his paper that his readers will pay money to read. I.E. Your weekly column. Celebrity sells. And you can claim celebrity status for yourself.

12. Take a look around your reception. Do you have testimonials on the table in a nice folder? Do you have your certificates on the walls? Do you have clean toilets? Does the receptionist put people

through to "the Family law expert" or do they just put them through?
Do you have an environment that makes people want to buy from you?

13. Are you tracking every call that comes in to your offices so you know which marketing is working? If you're not, you want to because then you know what investment is working and what isn't. If you want to do this, let me know, there's an offer of free help for you from one of my partners to do this.

14. Do you have a USP? That's a unique selling point. It's the answer to the question

"Why should I choose you?".

If that answer is "Because we're no worse than anyone else" boy have you got a problem. But if you want to get a USP it's relatively easy. Because it's just about explaining in a short phrase or sentence something you are already doing.

<http://www.greatlegalmarketing.co.uk/LawyersUniqueSellingProposition>

That's a few more tips for you.

But how about you telling me what you want to know?

Don't be shy... I'd love to focus on some specifics.

Remember you can print this off and keep it in a folder. Might be useful one day when you get round to a bit of action! Remember the invite is open to your colleagues to sign up too, (or ask questions).

Until next time.....

Boyd

"You Become What You Think.
What Are You Thinking Today?"

Telephone 0844 502 1631

PS any typos are my gift to you!

Feel free to forward this email to a law colleague. They can sign up themselves by going to www.greatlegalmarketing.co.uk and entering their email address - it's free for lawyers. The more that sign up the more diverse the solutions you will get.

For more information on testimonials please go to <http://www.greatlegalmarketing.co.uk/testimonials> where to use them

To unsubscribe please send an email boyd@greatlegalmarketing.co.uk with unsubscribe in the subject line.

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Be Your Own Consultant - Part One

Here are 7 Things To Check About How Your Firm Appears Online To A Prospective Client (another 7 will be in the next newsletter).

1 Do an online search for "Solicitors Derby". Do you come up on the first page of Google or Yahoo or Bing? If you do - good. If you don't then you are invisible to most people searching online. And what's worse is that someone like Bakewell's is there as number one. If you are in the top 3 well done. But before you earn a celebratory Starbucks, check your Google local listings...if you are there, get your Starbucks, if not, sorry do not pass GO. (add it by the end of the week and you can treat yourself next week instead. http://www.greatlegalmarketing.co.uk/get_locals_to_find_you_online

2 Stay where you are - don't click yet on the search result. Is the description a good one that appears in Google? If you can't find your website on Google page one - this is irrelevant so skip to point 3 and come back to this when you can be found. Are you selling your USP in the description or are you just stating that you are a "commercial law practice"? If your description doesn't grab you then get your internet responsible person to change it. And if you just mention commercial law, what about law for individuals? If you do it, say it loud. Remember this is your advert to the world so make people want to buy you. No good being 2nd in Google top ten if number four is better in terms of their description.

3 Now click on to the link and through to your website. You are probably on the home page. The best advice here is "don't make a prospect think." If your website makes someone think too much then they get bored or frustrated and wander off. The good news is your text is the right size, the logo is in the right place and the menu bar is cool too. Maybe make a few a bit more of the "brochure library"? I mean how is that going to entice me to click there. It's DULL. The maxim is always to do what 90% of successful websites do. Also watch out for things such as overuse of the word "We". Remember

you need more "You" than we. Because it's about the prospect. By the way, ever heard of video? It's what 59% of internet traffic is about...check out www.fsp-law.com

4 Is your phone number big, bold and trackable? Because it needs to be. You want to know how many leads you are getting from your website. It could be your best source of new clients or your worst. If you don't track it you don't know. (Drop me a line for how to sort this out.) And if you just have a contact form, oh dear...you just lost my business. I can't be bothered.

5 If you add content make sure it is updated. What do you think people think if your Press release is a year or even worse, two years old? Little and often and relevant is the key. But if you haven't got any content then you don't have this problem. You've got a bigger one. Because content is a great way to demonstrate your expertise. If you haven't got a talent for writing then shoot a video on a handheld camera like a Flip, upload it to Youtube and put a link there. Easy to do, costs less than £100 and you can do as many 2 minute videos as you want. 30 videos on 30 subjects will take you about 3 weeks to do at 30 minutes of preparation/shooting/uploading a day. (Or you could watch TV - but who makes money doing this?) Share the load amongst the staff, that's one video every 3 years!

6 Pretend you want to look at a service. Let's say Wills. Go to the place on the website where you sell this service. Have you got a USP? I.e why should I pick your service? What makes you special? And don't raise value for money - focus on the valuable result... not price sensitive bargain shoppers. Are you hiding the testimonials away? Why?

7 Now look at another service. One you make most profit on. Let's say company commercial law. Now when you go there do you see lots of testimonials? And video testimonials in particular? Because if you don't then you are missing out on a lot of evidence that you could be using to persuade others to use you. Testimonials are the secret weapon for lawyers - use them! And why no video welcome of your star? Mr Pilkington your 2 minutes of fame will make a lot of money for your firm.

I hope you agree these are all easy things to check and improve upon.

TLC is usually taken to mean tender loving care. But make it Think Like a Customer and enter into what your customers and prospects are thinking when they come across you for the first time. Whether it's online, your office or at

an event.

If you act as your own marketing consultant and go through this process it will help you start to see things differently.

A good time to do this is in the evening when there are fewer distractions and the alternative is watching rubbish TV. Switch it off;-)

And don't forget to ask your colleagues to look at your website and a couple of business associates too. (Send them an Amazon voucher as a thank you). And why not ask your significant other half?

Write a list down of the improvements you think you could make so that your customers feel happier about getting in touch via your website.

Then take them to the Partner in charge of marketing or the Marketing Director. Ask for feedback on the ideas. Let me know how you get on.

Be Your Own Consultant - Part One

Welcome.....

You know one of the first things I teach lawyers is to be their own consultant.

Because hiring in a consultant to help with marketing can be expensive.

Not all of them are value for money.

So why pay someone when all you have to do is put on a fresh pair of eyes and see your law firm as a prospective client?

Sounds common sense. But as Oscar Wilde said, "the trouble with common sense is that it is not that common."

But here are some easy things you can do that will help you identify and make changes for the better.

Imagine you are looking for someone like you for the first time. You might do a search online.

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More Ways You Can Easily Improve Your Law
Firm For The Outside World So They Buy From You.

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my kids).