

From the brain of Boyd Butler to you...

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Here are the first 20 of 50 tips that I've picked up over the last few months, courtesy of feedback from solicitors, clients and more than 1 million words I've read.

- 1. Develop a positive attitude.** 90% of your success is dependent on your attitude. You probably haven't been on a course or trained yourself to have a positive attitude. Which is kind of crazy when you think about it. Study positive attitude literature every day for a few minutes at least. Earl Nightingale, Stephen Covey, Tony Robbins, Napoleon Hill. You'll find your own likes and dislikes. And sometimes you need to the journey to be meandering rather than a direct shuttle flight.
- 2. Find a mentor, hire a coach or build a mastermind group.** You want to make sure that you are getting more than one perspective on things. And a quality mastermind group means that you can have as many brains as people that are involved.
- 3. Swipe and Deploy systems that successful people use.** Identify solicitors whose business development methods you respect, are successful and profitable. Swipe and deploy what they do. (Whilst improving on their strategies.)
- 4. It's not all about work.** Your most important asset is you. Regularly review your physical, mental, social and spiritual well being. A healthy, fit and happy solicitor is a good one.
- 5. Draw up personal plan.** Focus on your goal, (even if it is just one) and then develop a formal plan to get there. Writing will give you a real chance of making it happen.
- 6. Potential clients need to see you as an expert.** You may know you are good but make sure others know as well. Be visible. Make reputation-building activity part of your day. Give speeches and publish articles on timely issues in your area of expertise. If you get nervous, practise your speeches and go on a good public-speaking course.

7. **Create a memorable personal intro.** Whether you are networking, bumping in to someone, or at a party, you need to know how to summarise what you do. My summary is "I help businesses find, get, keep and grow customers."
8. **Don't rely solely on the marketing department.**
9. **Think long-term.** Getting a client on board could take six minutes or six years. Make sure you automate this process as much as you can and you'll have a steady stream of clients coming on board when they are ready to buy.
10. **You never fail.** Say instead, "It didn't work." That way you are not making it personal and you can study why it didn't work. That way everything that didn't work, gets you closer to what does.
11. **Position yourself as an expert.** Companies that call you after reading about you in the media are pre-sold. Take local editors to lunch. Invite them to your office. And find out how they select stories and who covers the area you're interested in. Become a valuable resource by providing quotable quotes.
12. **Treat everyone with respect.** And be honest. That way you never have to remember a lie. And people will always remember you. There's so little respect around you'll stand out like a beacon.
13. **Make marketing everyone's job.** Make sure everyone has a personal advertisement of how they can help your prospects. Remember my personal ad is "I help companies find, get, keep and grow clients." Twitter ideas and tips to staff internally. Make sure everyone is coached in how to market your firm.
14. **Focus on your existing clients.** Ensure you have upsells, downsells, testimonials and referral strategies.
15. Priorities profitable clients and the acquisition of more like them.
16. **Meet before you propose.** If you don't you are usually guessing. And if you do you'll show you mean business and get a much better proposal in front of the buyer. If in doubt,

discuss the work, ask your buyer to take notes and then sign the bottom of the notes as your proposal.

17. **Two ears one mouth.** Ask the right questions and listen to the answers. No, I mean truly listen. As though you were going to be tested and your son or daughter's future depended on your listening skills, (because it does).
18. **Make sure you deal with the decision maker.** It will save you one helluva amount of wasted time. Decision makers can always find a reason to say yes.
19. **Make sure you tell them everything you do.** Too often you take it for granted that what you do is just what everyone else does anyway. Not true. Make a list of all the things that are part of your service. And lay it out so it looks like the "lots" it is.
20. **Find out why you won or lost.** Make sure you record it. And look at it every time you make a pitch or a call. If you don't learn from your experience across the firm what's the point in paying for experience?

PS if you didn't see the marketing sequence videos I did for you please go there right now- nothing will help you more in the short term.-

Boyd