

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

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.

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.

Next newsletter - Be Your Own Consultant - Part Two.

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

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!

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