

In the 1990's Faith Popcorn wrote a book called "The Popcorn Report". She said the trend in the 90's was about "cocooning", basically that people don't want to be bothered.

If they were cocooning in the 90's, and shying away in 2000 now you know why they have disappeared behind emails, voicemail and social networks in 2010.

Even if the Solicitors Regulation Authority allowed you, to it means that cold calling is officially dead.

And this is why Pull Marketing or

### **"How To Go From Unwelcome Pest To Welcome Guest"**

is so important to you.

Let me ask you, "Has your doctor ever called you at lunchtime asking if you are ok and recommending treatment for flu?" No, because Doctors don't **prospect**.

**They don't waste their time trying to second guess that you may need treatment on a particular day and that what they have is the cure.**

You go to the doctor when you are sick.

You go to the doctor because he's the expert, you trust him and you know where to find him *when you need him most*.

**"A flower does not chase the bee."**

A flower has nectar, fragrance and colour to attract what it wants. You have to do the same thing to attract what you want. More clients.

This is what is called Pull Marketing – it's the ***pulling in people by getting them to raise their hands and say out loud, "I am interested in what you have got.....tell me more."***

Pull marketing is a lot more difficult than getting some glossy brochures printed or buying some advertising in the Yellow Pages. It takes effort and time to do it well.

### But Pull Marketing Can Save You Masses Of Time In The Long Run

If you get people to respond to your pull marketing you will have a series of leads that are on your desk each day. Leads that are qualified and are there because they are interested in what you have.

This is important for three reasons;

- ✓ Clients have more respect because you are the expert *and they contacted you*
- ✓ You don't have to work with clients who don't match your expertise
- ✓ Your time is spent proactively because new clients already know what you do

How you respond to those leads is important. And pull marketing can also save you time here. Because you can **Qualify Leads through Pull Marketing.**

You can devise a first, second, third and fourth step in your pull marketing, that separates the diamonds from the dirt. Once you get a lead in, you can provide more information, automatically, that will further qualify the lead.

You can even get them to do the work for you to qualify themselves.

For example, you can ask them to fill in an audit of what they need or what they have in place **before** you look at their business in more detail.

If it's a private client, you can ask them to complete a "Roadmap For Tomorrow" before you see them about Estate Planning.

### **What do you need to communicate in your PULL Marketing?**

When you use Pull Marketing you have to be entering into the conversation that is already going on in your clients' or prospects' heads.

Ask yourself, "What is it that they are thinking about today, next week, this month?"

This is your key to providing them with the information that they need in the language they talk, *so that they contact you.*

That's why search marketing on Google is so powerful. The results match what's going on inside someone's head – they are looking for particular information and the person who comes first in the search is a winner in catching their attention.

Your communication has to be believable, professional, credible and emotional.

That's because people buy with emotion. People decide what they are going to buy with emotion and then use logic to justify the purchase.

**There's an old saying that that it's about "Who You Know."**

**Wrong.**

**It's About Who Knows You.**

Getting yourself the right personal brand is very important.

In lawyer business people are going to buy **you**.

**What is your personal brand? Have you ever Googled yourself to find out?**

So what is it that they are considering buying when they think about buying you?

Does it convince them to buy before they have even spoken to you?

When you get your personal brand right this is what it can do;

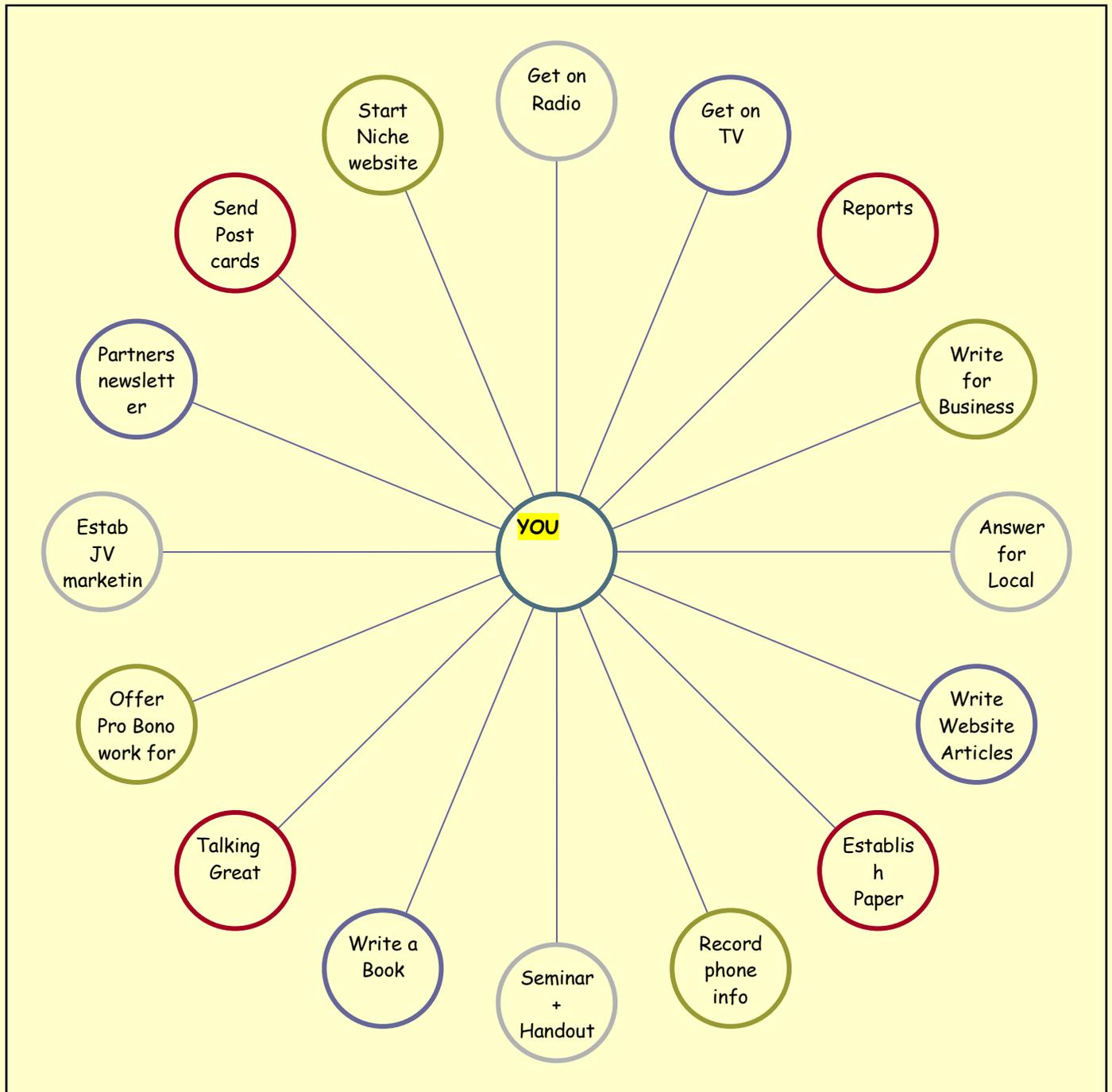
- ✓ You can create the demand for your service without advertising
- ✓ People will have confidence enough to buy from you
- ✓ You'll earn a reputation for excellence that will be talked about
- ✓ You'll establish yourself as the expert
- ✓ You'll be seen and known as a leader of the group
- ✓ You'll become a valuable resource to people
- ✓ Your professional stature will increase
- ✓ You'll be a positive influence because you will be delivering
- ✓ You'll have the decision makers knowing who you are and they are the ones that can make the decision on hiring you

**And all this will lead to you getting qualified, quality leads.**

**What you must do to make yourself a quality and memorable brand.**

- ✓ Dedicate the time to make it happen – write the plan down or it won't happen
- ✓ Do things with a creative flair to make yourself memorable
- ✓ Stay in front of the people you want to do business with through communications such as newsletters, media, website, e-zine

- ✓ Get a great business card...people should be saying “nice card” when they get it, make it stand out
- ✓ Be a resource, if people value what you say, they’ll want to stick with you
- ✓ Be persistent and maintain quality, don’t do something once and sit back and wait, keep at it and success will com
- ✓ Don’t expect to do one thing and get 20 new clients – but do 20 things and get 20 new clients – that’s possible.



Becoming the media expert is much easier than you think.

Because in business you become the expert by **taking on the role**.

**How many different ways are there for you to establish your personal brand through pull marketing?**

You simply have to write and talk about things that people want to know about.

And remember editorial is more believable than advertising.

Editors and producers have to come up with new content every day so they love it if people help. And writing things down makes it permanent. One magazine article of 1000 words can be used in many ways.

Remember if you have a successful framework an article can take no more than 30 minutes to write.

**This is how the article can then be leveraged.**

- 1 On your website
- 2 In your newsletter
- 3 As part of a direct mail letter
- 4 On an audio CD (when read out loud)
- 5 As audio or basis for a video on your website or You Tube
- 6 As an email as part of a 7 week email newsletter
- 7 In a newspaper
- 8 As a press release
- 9 As an invitation to a radio journalist to get in touch
- 10 As part of a selling pack
- 11 As a fax broadcast
- 12 On a display board
- 13 As a report
- 14 As a handout at seminars
- 15 As the basis for a presentation pack
- 16 For an information line

Once you have 20 articles of 20 pages in length **it is possible to publish a book.** Being an author is an amazing way to get people to trust you and to get in touch.

You get to be known as;

**“that Lawyer who wrote the “47 Legal Things You Need To Know When Starting Up A Dot Com Business”!**

And if you can't write, then dictate the words on to a recorder and get someone else to write it up. Or hire a free lancer on e-lance. Then just publish on Lulu.com for a few pounds.

### **Your Guide To Writing Articles That Pull In Clients And Prospects**

When you write or give a presentation it is easier to do it if you have a template or checklist to use.

Successful people use checklists all the time. You wouldn't want to fly on a plane where the pilot hadn't been through his safety checklist would you?

If you don't have a checklist you can miss things out which are very important.

The key to any writing is the What's In It For Me, (**WIIFM**) **point of view of the client.** Another **way of thinking about how to write is TLC – that's Think Like A Customer.**

If I wanted to make my life easier I would come up with a framework for writing articles, reports, press releases and guides so that I consistently deliver what a client wants to receive from pull marketing.

**Here is my article checklist – I must include these if possible in every article I write.**

- ✓ I must create a **Headline and Sub Headline That Sells**. It should answer the questions Why Do I Want To Know This And Why Should I Know It Now.
- ✓ I must create a snapshot of bullet points. **Because Not Everyone Can Read** so Here Are The Bare Bones To Get You To Read On.
- ✓ I will **use sub headings** so that people can skip through the article by reading sub-headings. And many people will go right to the end CALL TO ACTION so make sure one is there.
- ✓ I will use a **case study** or legal ruling to add authority to my article. This means I am abreast of the current law and keeping an eye out for my clients, (who are under my protection).
- ✓ I include **testimonials from clients** that I have done work for in this area. This provides the proof that I do what I say I do.
- ✓ I **demonstrate what other areas I can help out with** from my specialist area, including not just putting down features, i.e. we do law, but benefits too, i.e. we get you more money from grants
- ✓ I use **links to other parts of the website and FSP** that are relevant to get referrals to other departments.
- ✓ I offer a **special report or gift that has a real value**. This makes people say, “I am interested in what you have to sell.” This is pull marketing that qualifies prospects and establishes you as a valuable resource and gets contact details.
- ✓ I ask readers **if they want to stay in touch and get hot news first from me**.
- ✓ **I ask readers what question they want to have answered**. (The best way of providing pull marketing is to find out what people want and give it to them rather than guessing!)

Have you tried shopping in Sainsbury’s without a list? It takes much longer.....Agreed?

How much easier is it to write an article where you know exactly what you have to put in each time.

**Anyone can do it....**

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PS you’ll find below an example of an article written by a solicitor. You’ll see how using a simple system can improve the article and make it a better piece of bait to attract buyers.

## The Original Article.

### SUCCESSION ISSUES IN FARMING PARTNERSHIPS



By Sue Vandersteen

04 March 2009



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It is in the nature of farming partnerships that they are often run by family members or for the benefit of families. There is often a reluctance on the part of the family to document the arrangements between them and, although tacitly agreed to by the partners, they can be very fluid.

There are risks associated with adopting this approach, not least when it comes to the death or retirement of a partner and the effect this has on the partnership in the event of a partner's death or retirement.

Where no written partnership agreement exists, the partnership will be governed by the terms of the Partnership Act 1890 ("the Partnership Act") which provides for a partnership to dissolve and be wound up on a partner's death or retirement.

In practice, what normally occurs is that the partnership, rather than being wound up, continues. This leaves open the question of what happens to the outgoing partner's share or interest in the partnership.

The recent case of *Hopper v Hopper* has confirmed the courts' approach to this situation and the effect of section 42 of the Partnership Act. The Court of Appeal in that case confirmed that, although dissolution of a partnership is deemed to occur on death or retirement, this does not extinguish the rights of the outgoing partner or his estate to a share in the profits of the partnership following dissolution. In that case, the court held that, as the accounts of the partnership prior to dissolution had shown, the deceased partner was entitled to 25% of the profits of the partnership (although these were not drawn by him and were credited to his capital account) and he continued under section 42 of the Partnership Act to be entitled to a 25% profit share for the use of his partnership assets.

Given this and other cases, if it is not the intention of the partners for a deceased or retiring partner to continue to receive his profit share following death or indeed if the partners intend that a partner's share in the partnership should be acquired by the continuing partners, it is essential for a partnership agreement to be put in place detailing these intentions.

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Here's a quickly amended article that follows my checklist...it has many more chances of getting someone to take ACTION.

## Are You In A Farming Partnership?

Targeted headline and sub-headline that qualifies the main headline. Invitation to read on linking phrase.

## Did You Know An Ancient Law From 1890 Could Be Your Worst Nightmare Unless You Act Now – Please Read On.....



By Sue Vandersteen - Agriculture Legal Expert

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Claim expert status

Summary with key points for people that scan.

### Straight To The Point

- If a family member dies or retires, without a written agreement, there can be problems
- Because the somewhat ancient Act of 1890 ("the Partnership Act") governs a Farming Partnership unless there is one in place...
- And unwritten partnerships between family members are fluid and open to interpretation.....

### Farming Partnerships - Why Keeping It In The Family Can Cause Problems

Sub-heads that invite questions

Farming partnerships that they are often run by family members or for the benefit of families. For some families the reluctance to document the arrangements between the members might be because family members trust each other. Another reason is that decisions on arrangements can be very fluid and it may not always occur to partners to have these changes documented.

### Why There Are Risks When You Fail To Document Changes

There are risks associated with adopting this approach, especially when it comes to the unfortunate death of a partner. And even planned events, such as a retirement can have a major effect.

### What Happens When No Agreement Is In Place?

Where no written partnership agreement exists, the partnership will be governed by the terms of the Partnership Act 1890 ("the Partnership Act") *which provides for partnership to dissolve and be wound up on a partner's death or retirement.*

In practice, what normally occurs is that the partnership, rather than being wound up, continues.

But this leaves open the question of what happens to the outgoing partner's share or interest in the partnership.

### Recent Case Law Gives The Current Answer

Bold type highlights major points and makes text more interesting to look at.

The recent case of *Hopper v Hopper* has confirmed the courts' approach to this situation and the effect of section 42 of the Partnership Act.

The Court of Appeal in that case confirmed that, although dissolution of a partnership is deemed to occur on death or retirement, **this does not extinguish the rights of the outgoing partner or his**

**estate to a share in the profits of the partnership following dissolution.**

If it is not the intention of the partners for a deceased or retiring partner to continue to receive his profit share following death or if the partners intend that a partner's share in the partnership should be acquired by the continuing partners, **it is essential for a partnership agreement to be put in place detailing these intentions.**

**How The Agriculture Experts at FSP Can Help You Answer**

Here's what you should be doing in highlighted text.

At FSP we have dedicated experts that can help you specifically with Farming Partnerships.

**Testimonial 1, 2, 3.**

Always use testimonials to prove your case.

Our Land and Estates experts can also provide you with advice on;

- 1 Farm Support Payments - get the money you want
- 2 Agri Environmental Scheme – get more grant aid
- 3 Land transfers, leases and contracts – specialist experience and results
- 4 Farming Contracts – that work for you
- 5 Sales and Purchase contracts - getting you the right deal

You must cross-sell with “how it helps solve your problems” messages

Have valuable, “give me your email” bait.

**Would you like a copy of a report on Agricultural Law written by a legal expert worth £477?**

“Everything You Need To Know About Agricultural Law” is the only report of its kind.

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Introduce Scarcity

You may also be looking for advice on [Estate Planning and Wills](#) and how this can be affected by your Farming partnership as well as [Employment issues](#).

If you would like more information on our Land and Estates legal work and how it can help you then please get in touch with our experts <http://www.fsp-law.com/services/farming/overview.aspx>

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