



Over the last few months I've written a few things on the Law Gazette website.

It's part of my positioning as an expert.

What I have offered has given value.

So I thought I'd better offer it to you.

In one package as a "best of..."

If you want the whole context – click on the blue bits

(Ctrl and left mouse button)

[Online You Are In Control](#)

Submitted by [Boyd Butler](#) on Mon, 22/03/2010 - 15:19.

Search engines are one instrument in the orchestra of marketing. And it's unlikely that a law firm is going to be Google slapped i.e. taken out by Google.

But don't put all your eggs in one basket. And make sure you are in control of your own marketing and the results because otherwise you rely on others (who can let you down).

This survey tells you word of mouth is important to get recommendations.

So what proactive system do you have in place for every client you have to recommend your firm actively? Or do you just expect people to recommend you without encouraging them.

Yep, you must be top for organic search engine results, Google Local and explore lead generation sites.

But there's money in the pockets of people you already know.

When was the last time you wrote to your Will bank?

And what are you doing to keep your relationship with your clients on track?

And what about a subscription service to private clients rather than wham-bam-thank you M'aam?

Action speaks louder than words.

Just do it.

Reputation = What You Want To Be Known For

Submitted by [Boyd Butler](#) on Thu, 11/03/2010 - 11:44.

Of course you can control your reputation.

You should know exactly how what you want people to think about your law firm and then devise the strategy to make those thoughts the outcome.

Everything you do apart from operations is marketing.

Therefore you examine everything to make sure it's telling the story you want to tell.

It is not just PR. PR is just one small part of the whole symphony.

If you want to be known as "the friendliest law firm in England" this changes the way you do things.

Same as if you want to be known as "The only law firm that guarantees to get the money you are owed in 28 days or you don't pay us a penny."

Technical competence is assumed by the prospect and client.

It's up to you to make a name for yourself.

Who Else Wants To Make Money Like Bruce Willis?

Submitted by [Boyd Butler](#) on Thu, 15/10/2009 - 20:37.

Bruce Willis is great on film. And solicitors should do some acting of their own.

There's nothing better than a personal video introduction. Video is 60% of internet traffic. People watch TV and go to the movies. They read less than they watch. And that is why video works.

Get yourself a cheap Flip camera and do a quick question and answer session. Put it on You Tube, with the right tags, such as "solicitors in Reading, John Smith solicitor in Reading" because local search is king, and then embed it on your website.

This is what people want and it helps your search engine ranking.

Alternatively get a pro in to do the filming, should only cost a couple of hundred pounds and will be well worth it.

If you do it right you'll be the "Last Man Standing" you won't have to do any "Moonlighting" and you'll get people to buy "The Whole Nine Yards" from you.

[Referrals From Websites](#)

Submitted by [Boyd Butler](#) on Thu, 04/03/2010 - 14:12.

Creating your own like Boyes Turner who have [industrialdiseaselawyer.com](#)

Just a shame [personalinjurylawyer.co.uk](#) is in sleep mode...Pannone why aren't you using it?

Want to sell the domain?

If you track every lead you will know exactly what is working and what is not.

One thing not mentioned is Adwords. Many personal injury lawyers are using Adword to get traffic to their websites. And they are paying anything from £5-£25 per click.

So big hefty bills for these online referrals.

But how many are tracking the number of these clicks that turn into calls? It is easy to do nowadays and absolutely vital to do it.

Because from my research there is a difference between adwords clickers who cost a firm money and those that click and call - these are more likely to convert.

(should also be tracking keywords in this way).

Never pay up front for leads. Always get a free sample of enough leads to make a decision on quality.

One company I know is generating leads for personal injury and then qualifies the calls it gets before sending them on. It charges £250 per qualified call.

This qualification process is crucial in providing quality leads. Another client of mine, in the internet design area pays for leads which are also qualified on the phone.

Quite simply, he has had excellent leads in this way (with the speed to lead follow up process we devised) because he gets leads at a lower rate than he can get them himself.

It all starts with knowing how much you can invest to get a prospect. This depends on lifetime value, conversion rates and costs associated with doing the job.

But how many law firms can state categorically that their allowable investment per lead in personal injury law is £197.97?

Provide as much information as possible whether yourself or via the lead provider to qualify the prospect and it will cut down on poor leads and deliver high value clients.

[Conveyancing Solutions for Law Firms](#)

Submitted by [Boyd Butler](#) on Thu, 11/03/2010 - 12:05.

- 1 Never compete on price. Always add value.
 - 2 Work with Estate Agents to get referrals.
 - 3 Get your website found first by people wanting to get conveyancing.
 - 4 Work with other partners who can refer work to you.
 - 5 Answer the question "Why Should You Do My Conveyancing" with a powerful, proven Unique Selling Point.
 - 6 Do 20 things and expect 20 new clients a month.
 - 7 Make a commitment to the above.
 - 8 Find someone who can help you do this if you don't know how.
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[Fast Change - Let's Hope It's Secure](#)

Submitted by [Boyd Butler](#) on Thu, 18/02/2010 - 16:49.

Martin, let's hope that the portal and any communication internal and external is 100% secure.

It still surprises me that so many solicitors aren't using encryption to send email and documents.

I'd like to think this portal will encrypt any communications between law firms and Ministry of Justice.

[Websites Get Cash Through Traffic, Content and Conversion.](#)

Submitted by [Boyd Butler](#) on Tue, 16/02/2010 - 14:35.

I reviewed the Access Legal site a few days ago with a short video.

The website discussion is simple.

Get traffic, give them content, register an enquiry, sell them something, retain them, sell them something else, get them to refer, get a testimonial.

Landing pages from places like Google Local, (you are registered and in the Magnificent 7 aren't you?) should focus on getting the enquiry.

Information rich sites position the firm as experts, ensuring higher prices and greater conversions from visitors to enquiries to sales.

There are great examples of sole practitioners using their websites to generate businesses worth £300,000 a year on basics like conveyancing.

And there's nothing stopping you from having several websites for niche markets like www.conveyancinginreading.com or www.personalinjurylawyerreading.com

[Working for Free?](#)

Submitted by [Boyd Butler](#) on Fri, 12/02/2010 - 14:52.

Never work for free.
But there is a case for reversing the risk.

Let's say you are out of work but confident in your own ability.

Say to a chosen employer (by chosen I mean one you really want to work for and respect).

"I'll work for you for 3 months.
You pay me my living costs. of £200 a week.

If you don't like what you get that's ok I'll be gone at the end of the three months.

If you like what you get - take me on, on my terms.

My terms are living costs plus 50% of all profit I generate."

In for a penny in for a pound.

The alternative of course is to set up a website, get it highly ranked for solicitor in x town and just get as many leads in as you want.

Either do the work yourself or send the leads to the law firm of your choice.

[Online Listings And Cross Selling](#)

Submitted by [Boyd Butler](#) on Mon, 15/02/2010 - 15:07.

Solicitors in Reading gets 15000 search queries a year. So I wouldn't call this ONLY 5%.

(Even allowing for Google's Keyword tool overestimating this is a lot of people searching for specific services).

And a lot of research is done online before going with a recommendation.

Cross-selling is done badly in article marketing, email footers and internally.

I have established that internal teams do not like to refer clients in many cases and have no formal system for cross selling. (Or reward).

With a cross-selling system in place, measurable ROI from initial loss-leading clients, can turn into a healthy profit. Particularly if a long-term automated marketing sequence is in place.

Perhaps the biggest opportunity is a law firm that's great at marketing that can charge other firms for its marketing systems?

[Working From Home To Generate Hot Leads](#)

Submitted by [Boyd Butler](#) on Mon, 08/02/2010 - 17:04.

Martin,

I often think how much business/personal development time could be generated rather than watching Eastenders/Casualty or whatever soap people engage in.

There are time vampires from being in an office. But there are also coaches, teachers, people to bounce ideas off.

The question about working from home mainly opens up "why work from home in this country?"

After all, wouldn't most solicitors be happy working from a £200k house in a sunny part of France enjoying the beach/mountains/forest with their kids in a safe environment?

If that's on the cards maybe the working from home bit should be a planned way of working rather than reactive way of working for many solicitors.

Comments

[Get Great Publicity On Google For Free](#)

Submitted by [Boyd Butler](#) on Tue, 02/02/2010 - 23:05.

Get some great publicity by getting everyone you do work for to review you on Google Local.

That way you'll get into the magnificent 7 of the Google Local search results.

And of course testimonials (hundreds of them) always help.

Video testimonials, audio, letters, Lexcel, email testimonials, client lists, case studies, information showing your expertise, years established, framed qualifications on the wall, insurance certificates, articles from magazines, newspapers, recordings of speeches and talks...

You should be looking to have a preponderance of proof from independent sources proving you are great.

[Will Writers - Why Wait For The Law Society?](#)

Submitted by [Boyd Butler](#) on Mon, 01/02/2010 - 12:07.

Do you have to wait for the Law Society to market Wills?

Flint Bishop are marketing to millions via charities.

The market is people that want to get their lives in order (i.e. when major life decisions are happening) (of which many take place at your firm i.e. conveyancing)

The message is "Get Your Will To Look After Your Children" or "Get Your Will To Look After Your Property" etc etc

The media is probably education/info based i.e. highlighting the unique skills/insurance/ability of solicitors as well as explaining the whole process through a comprehensive Will guide.

If you wait for someone else like the Law Society you'll be missing out. The Law Society have a role to play but marketing is up to each firm and each individual within the firm.

It's a question of who does the individual prospect think of when they are ready to get their Will sorted. You can do a lot to make sure it is you. And the Law Society do not care if it is you. Just that it is a solicitor.

Shoosmiths Access Legal Should Be Copied

Submitted by [Boyd Butler](#) on Mon, 01/02/2010 - 12:18.

Had a quick look at this website from Shoosmiths.

And I'd recommend anyone copy what they are doing.

The layout is pretty good, it's info-marketing i.e lots of free help demonstrating expertise, it's easy to navigate, lots of chances to get in touch, trackable phone numbers by the looks of it, and call back option.

Of course, there should be testimonials, the guides should also be in video format, the current video is not good because it does not engage the viewer and the pictures of staff need putting in...but these things will no doubt come.

There's nothing stopping anyone looking at this site, swiping and deploying the best bits and getting new customers online.

Interesting they did this in house. Because it looks as though they have really thought the whole thing through. Good job.

Partners Young And Old Must Know Be Able To Market And Sell

Submitted by [Boyd Butler](#) on Thu, 21/01/2010 - 22:36.

I wouldn't just focus on young lawyers to develop.

Senior Partners can also develop selling and marketing skills.

And they should be coaching junior staff as part of their role (and being rewarded for their success and skill at doing this).

Everyone at a firm should be looking to develop the business and find clients. That's what keeps the cash coming in.

And firms should engage all staff in this process.

That's why there must be a team bonus system in place.

This must sync with a plan that is put in place each year to focus on the important things a company needs to do.

Andrew Woolley makes a good point about specialists being employed.

I do think it is possible for most lawyers to improve their skills and knowledge significantly (and other staff).

The more they do, the better positioned they are to do well by having valuable skills themselves and not having to rely on others.

<http://www.GreatLegalMarketing.co.uk>

Estate Agents - What Do They Really Want?

Submitted by [Boyd Butler](#) on Wed, 27/01/2010 - 13:57.

You can get all the agents in your area to tell you what it takes for you to win their business.

Ask them and then deliver it if you think it is profitable.

If you don't ask you will never know what they want.

You could do a survey on surveymonkey free of charge.

You could invite them to an event they want to attend and find out.

You could put them on a newsletter for agents list and send them an email or tips sheet once a week.

You could even go as far as paying for their automated marketing i.e pay the pennies for the sms texts they could send to their enquirers...

You generate them mortgage referral business...you get the conveyancing/Wills business and the agent gets even more listings...

In other words...if you want the business
you have to decide it's worth it and
then earn it.

[You Can Invent Your Past And Your Future](#)

Submitted by [Boyd Butler](#) on Thu, 14/01/2010 - 00:37.

Mike's comments are spot on.

You can invent whatever future you want.

It may be difficult but you can do it.

As long as you can find, get, keep and
grow customers (marketing/sales) better than
others you will ultimately win.

And winning does not always mean competing.

More and more lawyers will band together
to form virtual law firms with low overheads
but superior service.

Customers will be able to have their
cake and eat it with the law firms of
the future.

[Co-op Law - It's all about implementation](#)

Submitted by [Boyd Butler](#) on Fri, 04/12/2009 - 14:26.

I read the bit about the Co-op and their legal services offer.
They are already trying to promote this.
Just look at the credit card readers when you are
in the Co-op.

Nice touch. After all they could put adverts on the back of the
receipts too.

But what they totally fail at, (currently, maybe they will read this
and hire me to put it right...) is that when you ask

"So I'm interested in a Co-op Will"

You get the same reaction that you'd get trying to put something
through the till without a barcode. Absolute chaos.

No staff member has a clue what you are talking about.

So the moral of the story is.

It's all very well talking about it. And we all know that anyone can
have the technical ability to do a Will service.

But it's all about SERVICE QUALITY and that means the basics have to be spot on.

So get your service quality right from start to finish and you will mop up all that business that is already out there.

Happy to help.

[Surveys Can Be A Goldmine](#)

Submitted by [Boyd Butler](#) on Thu, 26/11/2009 - 12:54.

Surveys can tell you what you are doing well or badly.

They can highlight services clients want that you don't know about.

They can act as a way to reward staff.

They can gather hundreds of testimonials.

They let clients contribute to your business thereby building loyalty to your services.

They show you care.

They can cross-sell your services.

They can act as a long-term barometer of improvements or decline.

They centralise knowledge so that departments can learn successful and not so successful ways of doing business from each other.

They act as a motivational tool to do better or a pat on the back for a job well done.

They can highlight which Partners are good at coaching staff and which aren't.

I agree that there should be an incentive to return them, that it is done immediately a job is done and should go back to someone independent of the job.

And the clients must know and feel that filling in the survey will result in changes being made to reflect their views and improve the services.

And at 30 pence per client to find out what they really think it's a bargain.

[Can I start Monday doesn't mean you'll be there.](#)

Submitted by [Boyd Butler](#) on Fri, 23/10/2009 - 08:59.

And when you call them and become an "adviser" rather than taking a "job" you have the option of working for 2, 10, 15 other charities as an adviser. Don't swap time for money. Swap expertise for money. 15 charities x £7 k a year is a nice little number.

[Use Your Loaf On Email Or You'll Be Toast](#)

Submitted by [Boyd Butler](#) on Sun, 08/11/2009 - 01:13.

If someone doesn't open your law firm email three times in a row -

DO NOT TAKE THEM OFF YOUR LIST.

If you do you are wasting a massive opportunity to make money.

You must not listen to people who tell you what to do with your email newsletters based on their thoughts about spam email.

Just because someone does not open an email three times does not mean it is spam. Imagine if you called someone three times and just because they didn't pick up the phone you decided to never call them again?

If you don't get an open on an email newsletter there are a number of things you can do other than throw out the baby with the bath water.

I'm not going to go into all of them here, there are too many to list.

But a different subject line and the first two sentences of the email are just a couple of things to change to get a better reaction.

[How Do You Find The Money That's Burning A Hole?](#)

Submitted by [Boyd Butler](#) on Thu, 05/11/2009 - 21:26.

People buy when they are ready to buy, not when you want to sell.

And it's not good enough that people are satisfied with legal services. They have to be loyal. (If you don't know the difference, my wife may be satisfied, but I prefer her to be loyal.)

Surveys tell you what you already know. It's not about legal expertise (because that's a given). It is about marketing, which includes your positioning and communication of your expertise.

You have to know what it costs to get a prospect, what it takes to convert one, how much you make from each client over a lifetime and then you start to understand marketing.

You can only convert prospects properly if you have a marketing sequence. And then the whole return on investment in marketing picture alters dramatically.

If you don't know the basics of marketing then you want to find out fast. It's not because Tesco will steal your market. It's because you are leaving thousands of pounds of profit in pockets that will readily spend when it suits.

That's why you have to keep in front of people all the time, (yes forever) with a sequence so that you educate, persuade and entertain your prospects. When the time is right, they will come to you because they will actually remember your name.

And your phone number.

And mention it to their friends and family.

--

[Riposte to a Professor of any kind...](#)

Submitted by [Boyd Butler](#) on Mon, 05/10/2009 - 13:44.

Two shoe salesmen went to Africa on a fact finding mission.

They both came back to London to give the boss their findings.

Salesman one reports,

"It's terrible boss. There's no chance of selling any shoes in Africa, none of the people there wear any."

Salesman two says, "It's great boss. There's a real opportunity in Africa, no-one wears shoes."

There are massive opportunities. 70% of people don't have Wills. That doesn't take huge technology to solve. Just put an advert in the local paper, get the enquiries and turn them in to business.

It's not technology per se that can save law firms. It's marketing.

As a non-lawyer, the fact that lawyers are about justice, human rights, fairness and equality is a story that is not well told. Prospective purchasers can't make a decision if they don't know the facts.

[Rupert, it is good that you](#)

Submitted by [Boyd Butler](#) on Mon, 28/09/2009 - 21:13.

Rupert, it is good that you raise these points because everyone in life needs constant reminders. And this is a big reminder.

That one can always do better.

Without knowing who answered the questions for the survey I am guessing a little.

The points I find useful are;

'in HR terms', problems are 31% motivating staff, 45% said managing poor performance. Guess what? With motivated staff there is little poor performance.

So what is going wrong?

I believe that Partners are not generally very good at coaching and communicating. And this is because they are not rewarded for these skills. So they don't acquire and improve on them. There don't appear to be many firms with a system in place to tackle this. Secondly, many fee-earners fool themselves with the "what's in it for me?" excuse. Remember if it's not your job maybe it's your opportunity.

Who is in charge of marketing?

If there's a "professional" marketing person in charge or not doesn't really matter.

It's about doing the right thing that up sells existing clients, gets referrals from them, and brings in plenty of profitable new clients.

And continuing this virtuous circle.

If firms don't test, measure, improve and refine their marketing then it doesn't matter who does it. Because it's random. It's wrong to suggest it has to be someone senior. Just as long as the owners of the business can see the proof before their eyes and act on it..

Media –

It's good to hear that websites are being taken more seriously and once again, this is not really an issue of cost any more. One job can easily pay for a website design, hosting and functionality.

The key is turning it into something valuable that proves to the prospect that firm X is a trustworthy authority. This means video, audio, guides, and regular content written in a style people understand.

The newsletter figures are worrying. There's nothing that keeps a herd intact better than putting the fence of a newsletter around them. I advocate that every firm does an email newsletter and ideally a paper newsletter. And it should be of value and not dry legal speak. Think Reader's Digest.

And firms should try using some techniques that actually get them opened. Lottery tickets are good.

With only 48% saying they actively encourage repeat business, it means that 52% have a sales prevention department in place. I would not have expected this.

I would want to read that 99% have an active referral programme in place. Maybe next time round.

CRM or customer relationship management is always a problem. It's a big investment in time and usually money. And training is never very good. So it tends not to work. So it gets wasted. But there's nothing stopping firms automating their selling and marketing. So maybe that's the answer. It's what the most advanced companies do.

The great thing is that this has started a fresh look at marketing for law firms. And I'm sure many will benefit from this continuing.

I know I will.

Comments

[Video meetings and video presentations](#)

Submitted by [Boyd Butler](#) on Wed, 23/09/2009 - 10:00.

Making best use of time, (slaying the time vampires) is paramount for all of us.

There are lots of technologies coming out that are free and simple to use that help us in the cause. They can also be highly effective.

Take screen casting, where you record what's on your screen and then send the video to your prospect or client. You can use a service such as [screenr.com](#) which automatically tweets (Twitter) your stuff for public viewing or not, the choice is yours.

It's a great way of producing short powerpoint with narration videos for your website or for giving updates of key points by video rather than letter or call.

Comments

[Linkedin is about who knows you](#)

Submitted by [Boyd Butler](#) on Fri, 18/09/2009 - 09:39.

One good thing about LinkedIn is that it allows prospects to type in your name and discover more about you. Because marketing is really about who knows you it makes sense to take advantage of LinkedIn. Make sure that your title is search engine friendly i.e. that when your name appears on Google when someone types in your name, the right title appears in search results. E.g. Landlord Law Expert rather than just Solicitor.

[Perfect partnership](#)

Submitted by [Boyd Butler](#) on Tue, 15/09/2009 - 16:01.

It makes sense to work with people who have clients like those you already have and you are seeking. There are lots of ways to find new customers without spending any money on marketing. You just have to think about who has influence and whose business precedes and follows on from yours.

Divorce resolution counsellors precede divorce. How many do you have a relationship with?

Property Developers precede planning law services.

Nursing Homes and Wills.

It's pretty easy to come up with 10 categories of partners and then find 10 companies in each category. That's 100 referral partners with maybe a couple of thousand clients. You just have to get the right bait for them to work with you.

If you look at your current list of partners you'll probably get a good picture of where you can expand this into a system.

It's a successful strategy that's worth doing so it's worth copying what many companies outside the legal profession do.

[Marketing Sequences](#)

Submitted by [Boyd Butler](#) on Mon, 17/08/2009 - 23:48.

You have to put all clients and prospects into a marketing sequence.

If you don't someone else will rustle your herd.

You can even do this automatically with email by using things like A Weber or other software.

You set up email/postcards/letter sequences that run automatically.

That's because people buy when they are ready not when you want them to be sold to.

Lunchtime.....

Submitted by [Boyd Butler](#) on Fri, 12/06/2009 - 16:24.

I'll take your calls from 12.30-1.30pm for 50% of the profit on each client.....

If that call is a prospective £17,129 client, is a sandwich worth that much?

The least you could do is have a something which captures lost calls and pings you an email so you can call that prospect back because most people don't leave voice mails. And at a couple of hundred pounds a year, it's a fantastic tool well worth having.....

Taking a break for lunch is important. But I look at it this way.
Getting a new client is important too.
There are no right and wrongs - just opinions on this.

But unless you don't want more business it makes sense to do what your clients want.
And I think that that's the difference between those that do really well and those that do well enough.

PS a call system will tell you how long people are waiting, will record calls, will tell you how many people call you out of hours, will tell you their phone number, (great for marketing) and lots of other things.....

www.greatlegalmarketing.co.uk

MARKETING FOR LAWYERS

Submitted by Boyd Butler on Tue, 09/06/2009 - 15:46.

Everything that a legal firm does that is not operations is marketing.
It's not about one department or another. Or job title.
Anything that any internal or external clients sees, hears, thinks, feels, smells (yep some offices smell) touches and leaves an impression is marketing.
Some law firms don't want to do marketing.
Some don't know how.
Some know how but don't.
Some know how and do.

I know which I'd rather work for.

And perhaps lawyers need to get a grip of their own skills rather than blaming the firm.

After all, if your firm does not do marketing very well, who is going to suffer? That's right. You.

So, if you aren't dedicating at least 30 minutes a day to your own development of marketing/selling skills then you won't be a winner. You'll probably be a whiner.

And if you say your boss doesn't give you 30 minutes a day, hello whiner.

I'd just teach all lawyers to be good at marketing and selling if I owned a firm. And then I'd expect them to perform. If you can give McDonald's kids a handbook on what to do why not a lawyer handbook on how to sell and market a law firm.....ah that gives me an idea.....

Is there any firm out there that knows its conversion rate for enquiries becoming a client? For every member of staff? And systematically measures this? And then uses the findings to improve everyone's performance by sharing best practise? Because anyone can do that. If they want to.

And why don't non-competing firms set up a mastermind group for best practise in marketing? Or is that here? Where are the questions from the lawyers - is there another UK forum?

PS thanks to those who signed up to my newsletter. Spam email accounts won't be receiving it - sorry.

PPS tip for the day - read Seth Godin's Purple Cow. Yes I know it's a few years old now but it's still moos for me and many others.

PPS Typos are my gift to you.

Comments

Good reception manners

Submitted by Boyd Butler on Wed, 01/07/2009 - 23:44.

I just love it when you are in a reception at a law firm and you say you have come to meet someone. The receptionist then buzzes the person you are due to meet with "it's Mr Butler here to see you." And you hear on a very loud speaker phone a barked order "Oh alright, he's early. God why's he come this early. Just tell him to wait and get him a coffee will you!"

If receptionists must leave speaker phones on the least a Partner could say everytime, "Fantastic. I've been looking forward to seeing him. Please make him comfortable he's very important. I'll be there as soon as I can."

The reception is often underwhelming as a place. And yet it's a brilliant environment to pre-sell your services. For example, have you got copies of legal qualifications up on the wall. Have you got a video of testimonials on a screen. Have you got a box full of testimonials for clients to read.

Are there pictures on the wall of all staff, their specialities and their experience. Are the toilets clean?

Do you pay for the parking if someone has a pay and display ticket?

When the receptionist puts someone through do they say, "I'm just putting your through to our Will expert Catherine Whitaker or do they just say I'm putting you through." That's a massive difference.

If you aren't using a system that captures all caller numbers and pings you an email for any missed call then get one. You are probably missing 15% of your calls.

Best of all ask everyone in your office to come up with one idea to improve things. You might not want to do them all but the more you have the better quality those you do want to select and implement.

Even small improvements can all add up. This is the Japanese philosophy of Kaizen where lots of minor improvements make a big difference. Or as Depeche Mode put it, "Everything Counts in Large Amounts."

There's truth that the service cannot be separated from the packaging. If your packaging is good, people will be happy to pay more for your service. So look at your overall package and the way it is presented. Is it helping or harming your prices?

[Social world and work.](#)

Submitted by [Boyd Butler](#) on Wed, 22/07/2009 - 16:22.

Firms that try new things, (and publishers too) generally do well.

That's because they learn faster. Take Twitter. Here's a message that I just found by typing in legal work into the Twitter search function.

DMProConsultant: Contracts Attorney - Phil, PA. Client needs attorney to work in their in-house legal dept.. Please e-mail resumes@dmproconsultants.com.

There are companies posting jobs and legal tenders on Twitter.

I'd also suggest that it's much faster to write an email and send it than write a letter, print it, envelope it and post it.

And it's faster to send an mp4 recording of a conversation you just had, rather than summarising it in a letter (especially as you have just said it).

The great thing about trying new things is that you can learn a lot as a firm. Especially if you share best practice. And it doesn't have to take any work time at all.

If you spend 30 minutes a day instead of watching TV you can try Twitter on a Monday. LinkedIn on a Tuesday, Jing on a Wednesday.

By the end of a year you'll be an expert and running a new department.

A few years ago law firms weren't looking seriously at websites. Now they are.

Although many are not really serious about it. It's best to have every base covered because there are new customers everywhere. And they could be yours. And if it only takes a few minutes to try things out, why not?

As for "time vampires" there are plenty of those at work. Meetings for the sake of them. Telephone tag. "Can I just have a minute colleagues who want to gossip". Get rid of these and there will be time to do new exciting things and current things better.

[list of customers](#)

Submitted by Boyd Butler on Mon, 06/07/2009 - 21:16.

Think of your database as your list of customers.

Would you hand over your list of customers to me so that I can make money from them?

No? Why not?

It's doubtful that you are doing much with it. I mean, when was the last time you mailed all your conveyancing clients with an offer of will?

Oh, you've done it once have you? Good for you. It takes an average of 7 contacts to get a sale. Only 6 to go then.

The only genius in life is action.

Take your list of customers and set up a call, letter, email, text, postcard, letter, email sequence for something you know they want.

These seven contacts will cost no more than £2.

And you can even automate the whole thing. Once you've set it up just press the button and off it goes.

The word database is a techy word. I like the "list of customers" approach.

By the way, don't let one of your newly sacked or jump ship employees take your list of customers when they move on.

They might just figure out how to make money from it. Before you do

Comments

[demonstrating value and benefits](#)

Submitted by [Boyd Butler](#) on Fri, 29/05/2009 - 22:25.

The simplest and most effective way of demonstrating value are;

Testimonials and Case Studies.

Once you use proof from independent third parties you can easily demonstrate value.

And ideally you should demonstrate a lot of proof. You wouldn't call just one witness in a trial if you could call twenty. So use twenty testimonials to prove your value. That's what preponderance of proof is all about.

If your work has saved someone £50,000 then charge what is reasonable and fair. If your work has stopped someone worrying for 3 months then you have changed their lives for those three months. What's that worth? £500, £1000, £3000? Find out before you quote for the job and price it accordingly.

www.greatlegalmarketing.co.uk

[Pricing](#)

Submitted by [Boyd Butler](#) on Wed, 27/05/2009 - 23:30.

What price is a good price for the client? Shouldn't that be what you charge? If I save my client £50,000 because of a mistake he is going to make, can I charge £5000? Seems very fair to me.

Price shoppers are not loyal clients. They'll drop you as soon as they find somewhere else that offers the same at a lower price. That's where 97% of firms are competing. But add value for the client so that they become loyal, then give a testimonial and then refer and you have something that will allow you to charge premium prices. And that leads to super profits.

For example, if you are doing a debt collection job how about charging 25% of the debt collected if you get the money in 7 days, 20% in 10 days, 15% in 15 days, 10% in 21 days, 5% in 30 days and FREE after that? This is a fixed price but based on reducing risk for the client and increasing your profits for great work. www.greatlegalmarketing.co.uk

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