

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

What Someone Thinks When They Are Thinking Of You.

Hi, I promised I'd write before I leave you all to join my family in France for August.

While they have been swimming in warm, clean, Atlantic waves in St Jean de Luz

I have been in a lake near Heathrow, visibility nil, in the rain.
[Don't believe me?](#)

How's your imagination? Mine rocks, (as they say in Oz)

Because imagination can be very useful.

After all, everything begins with a thought doesn't it?

The more that you can think like a client (TLC) the more your services will be in demand.

Imagine getting the prospect into a position where they want to buy what you offer.

But first...

Can you imagine the process someone goes through when they choose to use you?

The prospect will usually have a number of other legal firms lined up alongside you.

(Unless it is a referral or recommendation or response to some pull marketing, in which case his mind may already be made up despite the tender process).

*And if you have great answers to all of these questions and **proof**, then you can really feel confident about getting more work.*

Maybe a good thing to do would be print this off and jot down some notes - make sure you make it a team effort though. Sole practitioners....ask others in the office or friends.

When you've got the answers or realise you need more proof then you can make it part of your presentation/conversation/communication.

If it's group think of a committee then it is likely most and maybe all of these thoughts may surface;

1. I am not sure which of these three legal firms to choose. They all seem pretty much the same to me. They could all do a good job for me. But is one of them a genius I cannot do without? **(How can you demonstrate GENIUS?)**
2. I feel threatened because I'm supposed to be an expert but I need outside experts to do my job. This is difficult for me to accept. **(How can you put the client at ease and explain the reasons for doing things by involving them?)**
3. I am also at risk because I am no longer in control. **(How do you keep your client in control?)**
4. I want to get this situation sorted. I am down to the last three I am ready to make a quick decision because it has taken me a long time to get to this point. **(How fast can you get a team on this?)**
5. New people always change things, that means that I have not been doing the right thing up to now. I am worried what other people will think. **(What ways of working do they want to keep the same i.e. John Smith at Solicitor X and which do they happy to change to improve?)**
6. I am going to be exposed when I tell these new people what they want to know. That makes me feel uncomfortable. **(Are you trained in finding out information in a non-threatening way by asking great questions?)**
7. I don't know if my problem is simple or complicated. I feel stupid. And it's in their interests to make it more complicated than it really is. Isn't it? **(How do you keep things simple? Do you get a non-lawyer to read over things before you send them? Do you explain the reasons for doing things, checking for understanding and agreement before doing them?)**
8. I could be left hung out to dry. I mean these people always make promises and how do I know they will keep them? **(What guarantees and evidence is there that you will do what you say you will do?)**
9. I am concerned that they will sell me a one-size-fits-all solution that doesn't suit my situation. **(How can you assure the client that they are special and demonstrate it?)**
10. I am suspicious because they might be the typical lawyers ; that charge for every call, that promise partners and then send juniors, that are hard to get hold of, don't keep people up to date, don't explain what they are doing and overcomplicate things. **(What are your service guarantees, can you demonstrate it?)**

Because this is what a buyer feels like he is looking above all to TRUST you. He is not just buying a pair of jeans. He is buying a relationship in which he must have total confidence.

And you must earn his trust and confidence before he chooses you.

Once again, I'd print off this email and put it in a folder. I'd start sharing these emails with my colleagues. In return for their good ideas (or a cup of tea). But then that's me and you are you.

[I've written a few things on the blog pages recently about some new technology](#), innovation, and dissected a couple of law firm websites. If you want me to dissect yours then I'll do it September time *if you want me to*.

One question posed this week was "what do I write for my brochure to sell my family law services. I need about 750 words." Firstly, use as many words as it takes but if you are limited because Partners tell you so then make 600 of those words testimonials. Saves you a lot of time. And it proves what you do.

I hope that you have a fantastic holiday with whoever and wherever that may be.

I'll be back in September (unless you all send an email to boyd@greatlegalmarketing.co.uk saying unsubscribe ;-(

PS What books are you going to take on holiday...I'm reading [No Contest by Alfie Kohn](#) and I'll be watching this DVD (again).....

Finding Nemo.....

just keep swimming.....

just keep swimming.....

just keep swimming.....

(you'll get it if you've seen the film - for the rest of you...watch it...

it's a philosophy for life not just a film)

The End