

**"Any idiot can figure out why it won't work. It takes intelligence to figure out how it can work."**

I like that quote. Probably said by Dan Kennedy.

Lots of people seem to read about marketing and then spend lots of time figuring out how it doesn't apply to their business.



I am sure my kids appreciate the uniqueness of Disney

*Which probably explains why there are so many average businesses around.*

I am going with my family to Disneyland Europe for a few days. And one thing you can remark about Disney is that they are not the average business. They are in the market to **make dreams come true.**

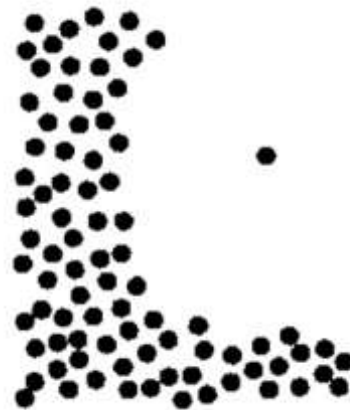
(I am lucky enough that a client is paying for my family's trip to Disney, but that's another story for another day.)

And there are many examples of businesses like Starbucks and Victoria's Secret, to name two, which have totally transformed their business into an experience, rather than a just being good at coffee and underwear.

**Is it possible for a law firm to emulate Disney, Starbucks and Victoria's Secret?**

Where you may have a service that is of a significant quality, meets a need and satisfies your clients can you,

**“transform this into something that is an experience, fun, leaves an incredible memory, makes people feel they belong to a special club and makes you ultimately referable?”**



What image does your business project?  
Is it the image you want clients to have of you?  
Does everything you do contribute to that image?

Even if you pick the image of “success”, (because people like dealing with successful people) then make sure everything you do smells of success.

- Have lots of pictures of happy clients on your wall in reception.
- Make sure your reception is busy (that means you're in demand).
- Make sure there are cars in your car park.
- Serve tea and coffee in quality china and make sure it's good.
- Find out what biscuits your clients like and offer their favourite.

- Send a postcard from your holiday.
- Have a great looking pen.
- Offer to pay for your client's car parking.
- Find out what football team your client's children support and get them some stickers.

All small details that add to the impression people have of you and your business.

Think about all the things you have experienced that you can remember and made an impression on you.

Small things that you do to get people to feel great about doing business with you will make you feel better and more confident.

And in a world where common courtesy is all too rare, it may even be *as simple as hand-written thank you note to every present and past client, thanking them in a genuine and warm-hearted way.*

### **Have you simply tried saying thank you?**

Too often in business, (as in life) we seem to be too hard pressed to remember to say thank you.

Remember when you were a kid and you had to hand write all those Thank You notes to your aunties who gave you that £1 Woolworth's gift voucher.

Didn't you just hate it, (despite the fact that it got a gift voucher every year without fail?)

Well that "getting your Aunt's business every year" tells you something about thank you notes.

A personal thank you note is something that the receiver loves to get and they'll reciprocate the thank you by giving again and again.

When you say thank you remember these simple steps.

- Handwritten notes are far more effective than typed notes.
- Personalised notes are better than general (i.e. thoughtless) notes.
- Don't make it several gushing pages long. A short note has more impact.
- The more genuine the note is, the better it is.

And just in case it's been 37 years since you last wrote a Thank You note, here's a memory jogger for you.....

*Dear Michael,*

*Thanks for your business. It's been great getting to know you and your company.*

*I look forward to the game of golf we've booked up next month.*

*As neither of us has played the course before, we'll discover the bunkers together!*

*I'll keep in close contact whilst the project goes on and once it's complete, we'll review it together to see what we'll do next.*

*Feel free to call me anytime during the week, except Monday-Friday!*

*Kind regards,*

*Boyd Butler*

*Personal Mobile 0795 1284875*

- If you write something like this you won't be repetitive.
- You won't overegg the thank you.
- You tell him you'll be getting in touch again.
- You'll be there the whole time.
- You made it personal and finally, you made yourself accessible through your personal phone.
- You also gave it a sense of humour, not some dull, lifeless corporate gift.

And it may be just the experience you clients are looking for.

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*PS thank you for being a member of Great Legal Marketing. I know there are lots of demands on your time however, I do hope that I offer something of value.*