

GREAT LEGAL MARKETING

Convincing Your Prospects

There are many ways to convince a prospect that you can do their legal work well. And sometimes because there are so many ways that creates a problem – *because you have to decide on the right one.*



However, the one thing that everyone will look for when choosing you is knowing that you can do the job well. Although technical competency is a given, (i.e. you have to be able to do the job properly) it doesn't mean that prospects are happy to assume you can do it.

Different people need convincing in different ways about your ability. And your best bet is to cover all the bases –that way you get more conversions from prospects to clients.

Here are some different ways in which prospects can be convinced;

- **Seeing;** some people have to see something done before they are convinced about your ability to do it. (They may want examples of things you have done, case studies or demonstrations – and they may also respond well to video)
- **Hearing;** they are convinced if they hear someone else saying you can do it. (They may require proof from testimonials, be referred by someone they know – and they may also respond to audio e.g. CD's/mp3s/webinar presentations)
- **Reading;** they are convinced if they read about your ability to do something. (They read your reports, your articles/books/testimonials/reviews/newspaper columns and written testimonials).
- **Doing;** some people are only convinced when you do something for them. (They want to try before they buy, have a guarantee, trial subscription, free consultation or fixed fee).

The next key element to remember is that people need varying amounts of exposure to your messages to be convinced.

Here are some different levels of exposure;

Automatic conviction – some people are automatically convinced and will buy from you straight away. (If you cover all the bases outlined above, then they are convinced enough to take action immediately).

Semi-Automatic– people who need proof two, three or four times before they decide to act and engage you. (This is why you need a follow up marketing sequence that can include email, text, phone, direct mail over 7 days).

Periodic – this type of person can need weeks or months to be convinced. (The easiest way to do this is with your targeted newsletter and/or a targeted auto-responder sequence. This goes on until someone “buys or dies”).

Eternal Proof; These people need continual convincing. They work on the principle that every time you do something for them, you’ll still have to convince afresh next time. You are only as good as your last work. (These people may be most demanding. However, to reduce their demands – try to get a testimonial from them. Because when they are publicly convinced you have done a good job it reduces your need to prove things each time to them.)

Everyone is different. But by covering all the bases you will get a higher conversion rate from prospect to client. When you do this it means you can also increase prices, increase marketing and make more profit.

The different ways people need convincing tells you why you need to have a variety of ways to prove your skills. How you get these ways in place is an important priority.

When you want help – get in touch.

Further resources;

Reputation Management [video Intro](#)

[Review Crusher](#) – Your guide to getting positive reviews including online review software

[Let others say it for you](#) – video about testimonials and reviews and their importance

[Google Places Magic](#) - training to claim and optimise your Google Places listing

[Claim Expert Status](#) – prove your value video

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