

How Does Your Business Measure Up?

By Boyd Butler

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Dear Solicitor/Partner:

It's a crying shame to see promising businesses under-performing. Businesses that have the capability to deliver greater income, satisfaction, profits and wealth and health to their owners.

I'm Boyd Butler. More than 300 legal firms use my strategies to improve their marketing and increase their profits. The strategy **you** follow and/or the marketing system you implement can double; triple or even quadruple your profits. This is why I created this self-diagnostic and interactive book for you.

It's called "How Do You and Your Business Measure Up?"

It asks direct, (and highly revealing) questions designed to instantly analyse whether or not your business could, would and should be working to give you more profit. **And importantly, precisely where you can improve the most including videos and examples you can emulate.**

Please sit down right now and go through the questions --- the answers and their financial implications will become self-evident. When you've answered all the questions, see where you stand (by calculating the self-diagnostic interpretation section at the end). Please also note the terms and conditions at the end of this book.

Be honest with yourself; since only you will know the exact answers and their profit generating implications – if you need some inspiration watch this [video](#)

<http://www.screenr.com/3zq8>

Here are the 71 questions to answer.

1.) How many different ways of selling do you currently have/use? E.g. online/phone/face to face

_____ **One (1 pt)** _____ **2-4 (2pts)** _____ **5 or more (3 pts)**

The reason this question is asked is simply because you are likely to be servicing prospects and clients better if you have more ways for them to get in touch and communicate. This means things like phone, email, text messaging, Skype and even live chat. It can also mean a website that uses video, audio and lots of great information – these are all ways of selling. People respond differently to things so it makes sense to maximise your chances of success.

Please watch this important [video](#) about the internet and your business

<http://www.screenr.com/k0ms>

2.) How many new selling methods have you tested in the last 12 months?

_____ **None (0)** _____ **One (1)** _____ **2-4 (2)** _____ **5 or more (4)**

The more you test, the more you are likely to find what works. Start a small thing, test it and if it works make it bigger. If it doesn't then tweak it and test it again. Fail quickly. There is no way you can have success with 100% of everything you do.

But there may be one thing you do that is small, that you can leverage to make a lot of difference. It could be anything from a classified advert in the local paper to a pay-per-click advert to appearing on local radio once a week with a phone in. Test, measure, tweak and leverage.

People react differently to things – read this [report](#) to discover why you have to cater for different buyer personalities.

http://www.greatlegalmarketing.co.uk/sitedata/files/Convincing_your_prospects.pdf

3.) How many formalized, referral generating systems do you have in place that everyone in contact with buyers uses and follows?

_____ None (0) _____ One (1) _____ 2-5 (2) _____ 6 or more (4)

Most people realise that referrals are very important. But less than 5% of firms have a referral programme in place. Creating a system means regular and predictable referrals of the best type of clients you can have. Here's a video on referrals <http://www.screenr.com/2Yg8>

5.) Is your business being marketed reactively or strategically with a written plan?

_____ Tactically (0) _____ Strategically (2)

If you don't have a written plan it is unlikely that you are committed to change. And if you don't have a written plan it's unlikely that you are documenting your successes so that you can improve upon them. You should aim to have a manual (in a similar way franchises do) that allows you to increase your marketing success every year and provides a "how we find, get, keep and grow our business" system.

6.) Do you have a powerful USP where you can fill in the blanks to

"Our company is the only _____ that _____"

_____ No (0) _____ Yes (2)

People are lacking in the confidence to choose a legal provider. They don't want to make a mistake. All purchases are based on emotion, but they are backed up by logic. People will see your USP as providing them the emotional crutch they need to choose you. It could be a 100% money-back guarantee or a time specific turnaround. Whatever it is, you can find something that you do that no-one else shouts about.

Watch this [video](#) on how to find a uniqueness about your firm. <http://www.screenr.com/A7p>

7.) Do you know what your attrition (clients that stop buying) rate is and why they stop buying from you?

_____ No (0) _____ Partially (1) _____ Yes, in both cases (3)

If people don't buy from you anymore you have to find out why and put a stop to it. You can easily increase your business fast when you put a stop to the leakage. And getting people back on board with you is cheaper than finding a totally new client.

Read this [report](#) on the one thing you can do to maintain loyalty

<http://www.greatlegalmarketing.co.uk/sitedata/Misc/Keep-Your-Clients-Loyal-Fo.pdf>

8.) Do you have attrition reduction or client retention programs that reduces inactive buyers?

_____ No (0) _____ Yes (2)

If you don't have anything in place to prevent other firms poaching your clients then they are going to go elsewhere. Don't think someone isn't after your clients. Your clients are constantly being

tempted. Make sure your grass is greener than everyone else's. Phone them, write to them, text them, tell them what you've got, what's important and invite them to a barbecue – you never know – they may actually come. (When it stops raining).

And if you want to ensure they aren't bad-mouthing you then please [check out](#) how to manage your online reputation

http://www.greatlegalmarketing.co.uk/sitedata/files/Review_Crusher_2012.pdf

9.) Do you have full databases of your prospects and buyers that includes everything from names, contact numbers, email address, type of buying, what they buy, what they didn't buy, where they originated from, quantities of past purchases, etc.

_____ **No (0)** _____ **Partial (1)** _____ **Yes On All Issues (3)**

The more information you have about your clients and prospects the more often you can market to them with relevant offers at the right time and in the right way. Most firms under-market rather than over do it. And most firms underestimate the number of things they can offer. Unless everyone knows everything you have to offer then you always have new products and services to sell.

Please read URGENTLY this [report](#) on measuring your leads

http://www.greatlegalmarketing.co.uk/sitedata/Misc/Solicitors_Track_Leads.pdf

10.) Do you actively use all the data above to target different categories of prospects/buyers in different ways for different products or services?

_____ **No (0)** _____ **Yes (3)**

As mentioned before, people buy when they want to, not when you want to sell to them. Ultimately the database of clients and how you effectively use it is your business and if you are looking to exit a firm, a strong database with a manual on how you market to it to make a profit is what someone will be buying.

11.) Do you know exactly where all (or at least most) of your business comes from and how to get more people from those sources to buy from you?

_____ **No (0)** _____ **Yes (2)**

You want new clients like your existing best clients. If you know where to get more of these profitably then you should not have a problem implementing a plan to do so. But if you have never analysed it you are going to be guessing.

12.) Do you know where your biggest source of fresh new business is and how to start it flowing your way?

_____ **No (0)** _____ **Yes (2)**

Once again, if you have never looked at this question and done something about it you are unlikely to be able to grow your business.

13.) Does at least 25% of your business come from referrals?

_____ **No (0)** _____ **Yes (2)**

Do you have a referral system in place and are you referral worthy? Being referral worthy means that people trust you enough to tell their best friends and business colleagues about you and recommend you. That takes a lot of trust. Have you earned it? Have you asked for it and made it easy for people to refer?

Watch this [video](#) on referrals <http://www.screenr.com/KAA>

14.) Is the average number of referrals you get every month increasing or decreasing?
_____ Decreasing (0) _____ Increasing (2)

Are you getting better at things or worse? If you don't keep records how are you going to know? Sticking your finger in the air isn't science. It's intuition, and whilst that's a nice thing to have you can't spend it or invest it. You need hard cash. And that comes from getting a good solid growing referral business going.

Discover the story of how a record breaker got tons of referrals

http://www.greatlegalmarketing.co.uk/record_breaking_referrals_within_five_minutes

15.) Do you have a reliable system of collecting and creating client testimonials and success stories?

_____ No (0) _____ Yes (2)

You need lots of testimonials. Nothing sells better than someone else saying you are great. You need "nice guy" and "money" and "solved my problem" testimonials. Ideally in several formats. Letters, emails, audio and video. Too tough? Then you are missing out big time.

Watch this [video](#) to see when you have enough testimonials

16.) If "yes," how many testimonials and success stories do you have?
_____ 1-5 (1) _____ 6-10 (2) _____ 11-20 (3) _____ 21 & over (4)

You can never have too many testimonials. Think "preponderance of proof" rather than just a little.

Here is a [report](#) on the psychology of influence and why people respond to testimonials

<http://www.greatlegalmarketing.co.uk/sitedata/Misc/Psychology-GreatLegalMarke.pdf>

17.) Do you effectively and powerfully use your testimonials in all the marketing, advertising and sales efforts you do?

_____ No (0) _____ Sometimes (1) _____ Yes, always (3)

Don't go into the boxing ring with one hand tied behind your back. Why limit your sales arsenal if you don't have to. Always use testimonials in selling online, offline, face to face, always.

18.) Do you have respected people in your field, market, industry that endorse you and your company?

_____ No (0) _____ Yes (2)

Authority is one of the key psychological influencers. People react to authority in a positive way when it endorses you.

19.) How many endorsements do you have?

_____ None (0) _____ 1-3 (1) _____ 4-9 (2) _____ 10 or above (3)

The more quality endorsements you have the better. If everyone is saying how wonderful you are it is better than just one or two people. It's the wisdom of the crowd that people follow. Social proof works.

Check out this [endorsement](#) from Bill Gates for his suit maker <http://www.screenr.com/h6h8>

20.) Do you have a continuous system/approach program actively in place that continually secures endorsements?

_____ No (0) _____ Yes (2)

If you don't go out of your way to collect endorsements then how are you going to get any? Are you just going to wait for people to volunteer? Draft people into your team.

21.) Do you have any strategic alliances/partner relationships actively in place right now?

_____ No (0) _____ Yes (2)

Simple question but it's amazing how many people think they have to market all alone. Other people have clients like yours. You can work together so that you can both benefit. Just find someone with a really good complementary fit and make it easy for them to refer their best clients to you i.e. you do most of the work and make it attractive for them to work with you.

22.) If "yes," how many strategic alliances/partner relationships are you doing promotions with right now?

_____ One (1) _____ 2-5 (2) _____ 6-10 (3) _____ 10 or more (4)

The more strategic partners you have and implement promotions with the more likely you are to get some good leads and clients. But you have to take action.

23.) Do you add partner relationships (i.e. complementary businesses, publications, associations) to your marketing every quarter?

_____ No (0) _____ Yes (2)

If you can find new partners on an ongoing basis it may seem obvious but you are going to grow your business in a profitable way.

[Here's](#) a letter format you can use to model your approach

http://www.greatlegalmarketing.co.uk/sitedata/Misc/Partner_offer_for_Rentals_.pdf

24.) Do you repeatedly test headlines and prices or their equivalent (i.e., opening sentence of your presentations, phone-in sales calls, greeting at events etc.)

_____ No (0) _____ Yes (2)

Testing is important. It can make you a million pounds like this <http://www.screenr.com/JpM8>

And just testing prices can make you all the money you need to invest in marketing.

Watch this [video](#) and follow what I do for one law firm. <http://www.screenr.com/hZp>

When you test you can refine. It may only take one small change to something you do to have a huge impact on the results you get. This can turn a money-losing advert into a profitable advert. Of course, you have to measure everything you do.

You can [measure](#) with this system <http://www.screenr.com/hjO8>

25.) If "yes," how many different headlines or equivalent have you successfully tested in the last 12 months?

_____ 1 (1) _____ 2-9 (2) _____ 10-20 (3) _____ 21 or more (4)

If you are testing, well done. But are you testing enough? When it's not worth making things better because there's a diminishing return that isn't worth it financially, you know you've made it – with that particular way of marketing.

26.) Do you have a systematic, ongoing follow-up system you follow and put into action for every prospect and first time buyer you acquire?

_____ **No (0)** _____ **Yes (2)**

People buy when they are ready, not when you want to sell. Yes it's a pain but it is true. It's easy to automate your follow-up marketing. If you aren't doing that then you aren't getting the most out of your marketing or potential referrals. Shocking but true.

Video One on sequences <http://www.screenr.com/lxB>

Video Two on sequences <http://www.screenr.com/SMB>

27.) How often do you follow up to past buyers/clients by phone, mail, e-mail or in person?

_____ **Never (0)** _____ **Once Every Six Months (1)** _____ **Once A Quarter (2)**
_____ **More Often (3)**

Most people under-market. That is they don't get in touch often enough with relevant information and offers in a variety of different ways. Most people underestimate the "maybe" element when it comes to someone buying.

Here's a [video](#) on how you can automate your email marketing and sell on a set and forget basis <http://www.screenr.com/hrss>

28.) Do you know your allowable cost of acquiring a new prospect and/or clients and if "yes," do you invest up to that amount in your marketing efforts to acquire new buyers?

_____ **No (0)** _____ **Yes (2)**

If you don't know what the customer lifetime value of a client and all their referrals are then you don't know what you can invest to get a new client or to retain one. This is a fundamental figure.

You'll be surprised when you realise you can spend more money on marketing and your rivals will be shocked when they see what you invest. Because they won't have done their sums and will be under-investing.

29.) Do you have a progressive backend sales funnel; meaning, you keep logically either reselling clients ongoing quantities of your basic products/services or you keep adding new additional products or services to the sales cycle.

_____ **No (0)** _____ **Yes (2)**

Once you have a client you'll want to maximise the money they spend with you. It's what someone buys from you the second time that really shows you have a loyal client rather than just a satisfied client.

30.) If yes, how many different progressive, backend products do you offer?

_____ **1-2 (1)** _____ **3-9 (2)** _____ **10 or More (3)**

Don't expect someone to buy one thing from you. Expect them to buy 5 and keep on offering different but relevant products and services of higher price and lower price so that you maximise their spend.

31.) Do you spend more of your time on marketing or managing?

Managing (0) **Marketing (2)**

Managing is cool. But marketing is hot. Basically all businesses are marketing led. Without a client nothing happens. Without new clients coming in you get to stay the same size or decline (even if your attrition rate is zero, some clients will die!).

32.) Do you believe marketing is everything that helps you find, get, keep and grow clients?

No (0) **Yes (2)**

The importance and understanding of marketing to your business is fundamental and your attitude towards it has a great bearing on what you are willing to do and likely to do. And the emphasis is on "do". It's no good thinking about it. 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. Marketing isn't telepathic, (just yet).

32.) Do you use risk reversal i.e. guarantees, money back etc. to close sales and differentiate your business from your competitors?

No (0) **Yes (2)**

People need a reason to act. Give them a reason to take action today. Without an offer it's unlikely they'll be able to justify picking up the phone.

Look at how this firm does it <http://www.screenr.com/pYg8>

33.) If yes, how many different ways have you tested reversing the risk?

None (0) **1 (1)** **2-4 (2)** **5 or More (3)**

Find ways that you can make it easy for someone to buy from you. Dismantle every objection someone could possibly have and take on the risk yourself rather than dumping it on the client.

34.) Do you offer bonuses (either tangible or intangible) as an incentive to purchase your service?

No (0) **Yes (2)**

A bonus is something that someone gets if they act now. It could be an upgrade or a freebie. People love these things and it gives them a reason to act. It could be a premium, like a free gift. Don't underestimate this. People often buy something they need so they can get what they want.

35.) How much of a difference have your marketing tests made on either your results/response/profit?

Less than 10% Improvement (1) **11-30% (2)** **31-50% (3)**
 51-99% (4) **100% (double) or Higher (5)**

This is really about measurement. If you know what you are testing is making a difference and by how much you are in rare company. Most people don't have a clue what they are doing and whether it makes a difference. Simply by asking this question of yourself you will be on the way to improving significantly. Keep records and put them up on your wall where you see them every day.

36) Do you do PR/do interviews with radio/newspaper/magazines/websites?

No (0) **Yes (2)**

Free publicity turns you into the “go to” expert. Experts get paid more and they can use all their cuttings and recordings as endorsements. Plus it’s free. Who doesn’t want to be famous and get paid for it?

[Here’s](#) how to get PR for free

http://www.greatlegalmarketing.co.uk/sitedata/Misc/Solicitor_marketing_PR.pdf

Discover [here](#) how you can write the perfect articles to send to the media.

<http://www.greatlegalmarketing.co.uk/sitedata/Misc/Article-writing-for-lawyer.pdf>

37.) Do you use the results of these activities in excerpts or reproductions as part of your marketing?

No (0) Yes (2)

If you don’t then you are wasting a lot of valuable marketing collateral.

38.) Do you write articles, special reports or a book(s) you use for promotional positioning i.e. get known as an expert?

No (0) Yes (2)

Writing a lot makes you a better communicator. Writing a book makes you an expert. It puts you above everyone else and gives you a USP, “he’s the guy that wrote the book about it”.

Here’s one as an example

http://www.solicitorsinbournemouth.com/sitedata/Misc/Legal_Book_from_Solicitors.pdf

Here’s a [report](#) on how to become the expert

<http://www.greatlegalmarketing.co.uk/sitedata/Misc/How-To-Position-Yourself-A.pdf>

39.) Do you have a prime prospect list or lists you market to by either direct mail, email, Seminars, or sales personnel?

No (0) Yes (2)

If you have never put a list together to market to then you should. Because it is incredibly cost efficient if your product is 80% margin and your prospecting is only costing you a few pounds per target. Once you measure your response rates and conversions you’ll know just how effective a mailing list of targeted prospects can be.

40.) Do you have a continuous way to build a growing prospect/client e-mail list?

No (0) Yes (2)

You want to have a way of continually adding to your prospect list. It’s ok to keep selling different things to the same list but ultimately you want to ensure you have fresh prospects coming in. It’s like water into a bucket; keep the water in it long enough without changing it and it goes stale. Have a hole in it, (lost clients) and it runs out. So keep adding to that bucket with nice fresh water. (Leads).

41.) How often do you send quality e-mails out that provide a benefit to your clients and/or prospects?

Never (0) Infrequently (1) Quarterly (2)
 Monthly or More (3)

I guarantee you aren't sending out enough valuable information to your list. No-one complains about getting a daily paper. That's because the information is valuable. You don't have to do daily, but once a quarter isn't enough. And once a month is the bare minimum.

Video one on email marketing <http://www.screenr.com/iiB>
Video two on email marketing <http://www.screenr.com/8wB>

42.) Are your e-mails, educational/contact-based and not merely self-serving?
_____ No (0) _____ Yes (2)

Value, value, value. I love it when someone sends me a link to a great piece of information that is relevant to me. It's valuable. The more you look out for your clients and protect them from legal problems the more they'll love and thank you for it. But it can't be a blatant sell. Use a value sandwich, 4 bits of value to every bit of filling, (offer).

42.) Do you have a direct response-formatted website that is built around response marketing principles?
_____ No (0) _____ Yes (2)

Your website is probably not designed to elicit a call or an email or a sign-up. But it should be. That's what you want. You want someone to interact so that you can market to them. If they visit without you getting their details it makes it harder for you to follow up. It is possible to get details of who visited which page, but when someone signs up they are already on the road to become a qualified lead for you.

The easiest way to get online leads locally is with Google+ check out how to register http://www.greatlegalmarketing.co.uk/sitedata/files/Google_Plus.pdf

Here's a [video](#) on telling people what you want them to do <http://www.screenr.com/viB>

43.) Do you do effective (meaning successful at both attracting and then converting) Search engine optimization that builds more prospects, buyers, and business?
_____ No (0) _____ Yes (2)

Are you on page one of Google for most of the key search terms for your firm? If you aren't you are missing out because the internet is a great source of leads. If you don't know anything about this find an expert that does or find out enough to do it yourself or at least know the basics. (The basics will stop you getting ripped off by any so-called experts).

44.) Do you have a target prospect list of strategic partners – i.e., companies that either already have a strong relationship with the same people you want to sell-- or new, competitive organizations that have more to gain than even you do by seeing you sell your product/service to more people/companies.
_____ No (0) _____ Yes (2)

If you don't have a list then perhaps you can start to make one. When you have one that works for you it helps you get the second because you can use this as a testimonial. Most partners will never have thought about this. You take the lead and control the partnership arrangements.

Watch this [video](#) for how to get local partners <http://www.screenr.com/4Ops> and market for free.

45.) Have you and all your people who have contact with your prospects/buyers had formal, strategic consultative/advisory sales training?
_____ No (0) _____ Yes (2)

It's great getting new leads but often there's a sales prevention department that answers the phone. Most people are not trained in sales but are expected to sell. Even the most basic quality training can have a huge impact on the bottom line. Imagine the difference between a 20% and a 50% conversion rate.

Here is a [report](http://www.greatlegalmarketing.co.uk/sitedata/Misc/Do-People-Like-You.pdf) on why people buy... <http://www.greatlegalmarketing.co.uk/sitedata/Misc/Do-People-Like-You.pdf>

46.) If yes, how often do you retrain and advance their skills in this all-important revenue generating factor?

Never Again (0) **Yearly or Longer (1)** **Every Six Months (2)**
 Monthly (3)

Things never stay the same. People get stale. People don't take it on board to hone their own skills regularly. So it's up to you to make them better. After all you are the one that is going to benefit. Listen to their calls, spend time with them when they are with clients, read great sales books and give them a copy! Tell them that any great sales person will never be without a job because without sales nothing else ever happens.

47.) How many competitive advantages have you created for your business?

None (0) **One (1)** **2-5 (2)** **6 or More (3)**

You can't always compete on price, unless you have found a way that makes this your competitive advantage and you are committed to it. (Automation and outsourcing may make price an advantage). So you have to have an advantage or several that makes it very hard for someone else to do what you do. Here's a [report](#) about price...

Having one piece of direct marketing that works like gangbusters can be a huge advantage, so think of marketing expertise as a valuable competitive advantage that's as valuable as having the best people in law working for you.

48.) Do you have successful ways to acquire new clients/buyers at breakeven which make real profit on the backend?

No (0) **Yes (2)**

When you understand the in for a penny in for a pound concept, i.e. getting clients in initially for break even and then making money on the back end, you'll trounce any opposition. Because no-one will understand what you are doing and no-one will dare copy you.

Here's a simple example.

Free Wills.

Imagine 5000 take up the offer for automated free wills and 10% buy £300 of services. That's 500 x £300 = £15,000

Wills at £300.

Now imagine you had 100 clients at £300 profit and then 10% buy at £300.

That's £3000 initially and then £3000 for the follow up sale. Total = £6000 and a whole lot fewer referral possibilities.

49.) Do you honestly think your marketing makes irresistible offers to your prospects?

No (0) **Yes (2)**

Come on. Be honest. And if you can't answer the question ask one of your existing clients what they think. You might be surprised at their suggestions and they could help you a lot.

50.) If "no," how many ways can you come up with right now to strengthen the appeal, attractiveness, effectiveness of your sales, advertising, promotional offers and propositions?

_____ **One (1)** _____ **2-5 (2)** _____ **6-10 (3)** _____ **More than 10 (4)**

Ask everyone in your firm if they can come up with one idea. Put up a £100 Amazon voucher to be drawn out of a hat at random for anyone that comes up with an idea. It's not about finding the best idea at this stage. Just lots and lots. Let your clients come up with ideas too. Maybe you should run a survey? Ask these questions from this [report](#) to discover if you are giving good service.

<http://www.greatlegalmarketing.co.uk/sitedata/Misc/Total-Quality-Service.pdf>

51.) Do you offer buyers greater/larger units/quality product to increase the size of each sale?

_____ **No (0)** _____ **Yes (2)**

If 17% of people say yes to an upsell when it is presented to them you'll understand why this question is important. Can you package a premium service that costs you little in add-ons but is valuable to the client and is something they are prepared to pay extra for?

Take a look at this [video](#) about a lettuce and how you and use the principles for your firm. <http://www.screenr.com/Xce>

52.) If "no," how many possibilities can you come up with right now for doing this?

_____ **None (0)** _____ **One (1)** _____ **2-5 (2)** _____ **6 or More (3)**

Engage brain. Think of ways you can add value and charge a premium of 20% for it.

53.) Do you endorse or do joint ventures with other companies to sell THEIR products/service to YOUR buyers and prospects?

_____ **No (0)** _____ **Yes (2)**

You can make more money from the relationship you have with your existing clients and prospects. You can either take a commission or if ethics prevent this, at least you will get a reciprocal relationship going with a partner who can promote you.

54.) Do you hold, run, or do special events such as seminars, new product introductions, end of year promotions, close out promotion, private sales, meet the management events, meet the expert events, etc.?

_____ **No (0)** _____ **Yes (2)**

All these type of events keeps clients loyal, offers something other firms usually don't and gives people the reason to buy something from you. Public speaking can be great when you follow this [guide](#) – it will banish your heebie jeebies if you are prone to them.

<http://www.greatlegalmarketing.co.uk/sitedata/Misc/OH-MY-GOD-I-Have-to-Presen.pdf>

55.) Do you ethically (but effectively) prepare buyers from their very first purchasing experience with you to keep coming back to purchase over and over again?

_____ **No (0)** _____ **Yes (2)**

How do you overwhelm people so that their first impression leaves an indelible mark on them? What is your WOW! Factor? What can you do that no-one else would dream or dare do? First impressions count and it sets the tone for what may be a long-lasting and profitable relationship.

Think of your first date with the woman or man of your dreams. Would you turn up in dirty jeans and a ripped t-shirt? No way. You'd use everything in your power and imagination to court your future partner wouldn't you?!

56.) Do YOU personally talk to your buyers, prospects, and clients regularly to learn what they want and then build a relationship with them?

_____ **No (0)** _____ **Yes (2)**

If you don't know what people are thinking and saying about you then you are going to miss out. Intelligence on your market is what allows you to make informed decisions. Don't assume you know. Take the u and me out of assume and what do you get left over? Find out. And then take action to deliver.

57.) Do you regularly shop/buy from your competitors to see what they do differently or are doing that your company doesn't do?

_____ **No (0)** _____ **Yes (2)**

Someone may be doing things better than you are. If they are you need to know so you can swipe and deploy a better system. Usually you can find out exactly what methods someone is using to become successful just by talking to their reception or signing up online or making an enquiry. It's that simple.

58.) Do you track the response to all your advertising and marketing?

_____ **No (0)** _____ **Yes (2)**

If you don't measure it you can't manage it. There are numerous ways of doing this. Call tracking, email tracking and online tracking can all be set up easily now at little expense.

59.) Do you have a complete e-mail marketing strategy you constantly adhere to, implement and follow?

_____ **No (0)** _____ **Yes (2)**

Email still works. It's essentially free. But it is a discipline and does require some skill. An email is designed generally to get clicked to take someone to a page on a website where they can get more info. That's its job. If it is delivered, opened and clicked then it's the landing page that has to do the job of getting a sign up, call or email. It's a simple process and viewing this way will help you successfully use email.

60.) Do you study the successful approaches other companies use that can be swiped and deployed by you?

_____ **No (0)** _____ **Yes (2)**

No-one can have all the right answers. It's impossible that someone hasn't invented a way of marketing that is applicable to your business. Study what other people do well. If you want a great example of marketing done well, make an enquiry online with Virgin media and make sure you give them your mobile number and email address. See how they work on you to buy.

61.) If "yes," do you regularly (at least once a quarter or more) pick approaches you want to try out and then actually test them to see if they perform better than the approach(es) you are currently using?

_____ **No (0)** _____ **Yes (2)**

It's ok to look at other firms and how they do things but genius is action. Looking doesn't do anything – you have to try it.

62.) Does your marketing, sales approaches and advertising activities focus on benefits or features?

_____ **Don't know (0)** _____ **Features (1)** _____ **Benefits (2)**

Features are what your service is. Benefits are what it does. You are in the business of doing, of solving problems or making people's lives easier. That's what you have to sell. The solutions to people's legal problems.

A great way to remember benefits is by using the powerful word "because" as in "You want to use our debt collection services BECAUSE we guarantee you get paid or we don't charge a penny...."

63.) Do you know the top five reasons why prospects don't buy from you?

_____ **No (0)** _____ **Yes (2)**

Have you found out why you fail to convert prospects? Unless you ask you won't know. And if you don't know you can't act.

64.) Do you have a compelling and persuasive way to overcome each of those five objections or resistance points?

_____ **No (0)** _____ **Yes (2)**

When you know the objections and head them off confidently and convincingly before someone even iterates them then you know you will convert more prospects than your rivals. You really can pre-empt the "I just wanted to know if" question before it is raised if you know what the questions are likely to be.

The frequently asked questions can easily be answered with a script that can be formulated over time to give the best converting answer. This can then be learnt by all staff so that they become natural born sellers. It's not taking away individual freedom, it's giving them tools they need and currently don't have. Video can be a great way of doing this – here's a [report](#) about how to do video that convinces prospects

<http://www.greatlegalmarketing.co.uk/sitedata/Misc/10-Tips-for-Making-the-Mos.pdf>

65.) Can you tell someone what it is your business does in 30 seconds?

_____ **No (0)** _____ **Yes (2)**

Think of the question "What do you do for a living?" Are you just going to mutter "I am a solicitor" so people can draw their own conclusions or are you going to have a ready-prepared 30 second personal advert that makes them want to know more?

66.) Do you know all of the marketing assets (both tangible and intangible) your business has available to it?

_____ **No (0)** _____ **Yes (2)**

What do you have that you can use to market your firm? Are all your staff marketing staff in disguise? Watch this [video](#) to find out <http://www.screenr.com/kxk>

There are hundreds of assets that might be right in front of your nose – if you just ask “How can everyone help us be successful and what do we have that can be used to make us more successful?” You will have more ideas than you can put into action. Great. Choose the best ones.

Find out [why](http://www.screenr.com/i9W) one person bought her legal services from a firm because they announced their assets. <http://www.screenr.com/i9W>

67) How often do you invest time, effort and committed focus to learn better ways to improve the sales, marketing, profit and/or competitive performance of your business?
_____ Never (0) _____ Once a year (1) _____ Twice a year (2) _____ Constantly (3)

There are masters at marketing. And most of them can be copied by anyone who is prepared to invest 60 minutes a day to become a master themselves in 2 years. Not everyone wants to be a master marketer. But a commitment to at least 20 minutes of marketing knowledge improvement EVERY DAY will get you to an advanced level fast.

68.) How much of the three ways to grow a business model are you currently applying? (More clients, bigger orders, more frequent orders)
_____ None (0) _____ Very Little (1) _____ About One-Third (2) _____ Most (3)

These are the fundamental building blocks of business. Change any one of these factors and you grown. Increase all three by 10% a year and you grow 33% a year. And 10% growth is within your reach don't you think?

69.) Do you really know and can you clearly verbalize what your biggest marketing problem is?
_____ No (0) _____ Unsure (1) _____ Yes, Absolutely (2)

If you don't know your biggest problem you don't know how to focus on the solution. Ask the question “Why don't we have more clients?” and when you have the answer ask “Why is it that the case?” and so on....Asking five why's in succession will get you to the nitty gritty.

70.) Do you know what the biggest untapped sales or marketing opportunity your business has available to it and can you state it clearly?
_____ No (0) _____ Yes (2)

What's the one thing you would do tomorrow if you had the money to do it? Test it. And if you don't know, then isn't it exciting that there's an opportunity to profit that you haven't got sorted in your mind or committed to? Scary but exciting.

71.) Do you know what areas of your marketing your business is weak, poor or ineffectual at doing, i.e., prospecting follow-up, converting, re-selling, referrals, etc?
_____ No (0) _____ Yes (2)

You should sharpen your weaknesses and sharpen your strengths. When you know where you are weak you can do something about it. And where you are strong you can improve. But unless you have done an audit you aren't ready to write it down and improve. You'll be reacting rather than acting strategically.

How to Interpret Your Answers

Now that you've answered the questions in this book, here's how to work out what it all means for you:

Add together all the points your answers represent (use the number in the brackets following each response). When you have added them up this is what it tells you . . .

a) If your total points equal **50 or less**, it tells you that your marketing is relatively weak, your opportunity for growth and greater profitability with a better marketing strategy to follow IS **ALMOST GUARANTEED**. You are probably realising less than 17% of your real business/financial/marketing potential.

b) If your total points **equal 51 to 141**, you're marketing at a good level; but your business has excellent room for improvement. You can most likely increase your performance by 75% or more merely by better understanding and applying the marketing possibilities you have available.

c) If your total points **exceed 141 or higher**, congratulations! You're an excellent marketer already and should feel good about where you've come, so far. But, because **YOU** understand the real additional marketing opportunities available to your business – you still have spectacular exponential growth possibilities if you decided to take your strategy and tactics to the highest performance

What do you do next?

You have completed the first step on the path to becoming great at Legal Marketing. Because you have admitted you need to learn. Your answers will highlight quick wins, ideas and strategies.

Do not worry if everything seems overwhelming. The fact is 95% of businesses have not even asked these questions of themselves. You can discuss the answers with Partners, marketing staff, colleagues. Review the videos and share them.

And then use your answers to come up with your strategic plan

And finally, where will you be in 12 months from now? <http://www.screenr.com/pLM8>

Boyd Butler

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