

Use Staff to Boost Marketing

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Help Your Staff Communicate the Firm's Mission, Vision



Want to get a leg up on marketing?

Spread the word about your firm's mission and values - and encourage others to do so as well.

According to legal consultant Allison Shields, your firm's mission, values, and unique selling proposition (USP) are the **foundation of every lawyer's marketing efforts**.

Every connection you make, every conversation you have, every newsletter you send out should always convey the firm's **CULTURE, PERSONALITY, VALUES, and INTELLIGENCE**.

In her article, [Helping Staff Communicate Your Firm's Mission and Values](#), Shields also offers these tips to enhance communication within the firm:

- Introduce clients to the staff members in the firm. Make sure both clients and staff know which issues can be handled by staff and which require your individual attention.
- Involve employees in developing or revising the firm's mission and USP.

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- Create a game plan that tells staff exactly how to respond to clients, especially when you are unavailable.
- Develop suggested “scripts” for employee voice mail and telephone answering that communicates your USP and mission.
- Ensure that staff is instructed on how to direct calls properly and how to obtain information from clients.
- Develop standards and tie perks, rewards, bonuses, and raises to client service.

Bottom line: Don't just document your firm's values, live by them!

In doing so, communication of those values and mission will come naturally to you and your staff.

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