

Projecting Confidence—a Key Skill in [Law Firm Marketing](#)

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Recently, I had the pleasure of receiving an entire day of feedback on my oral presentation skills. I was in the midst of putting together some video for my website and I spent seven hours at the studios of [Rampion Visual Productions](#) in Watertown, MA.

In many ways, I felt like a contestant on American Idol (if you view the videos on my site, don't worry, I only sing in the outtakes). And Steve Tringali, the brains behind Rampion, was like one of the nice judges on the show (he kept prompting me to be more believable—to commit; to really mean what I'm saying).

It was a good reminder that commitment is a key element in selling all professional services. If someone contacts you about a legal problem, they want to know that you will be able to help them. They need to believe that you are capable of handling their situation and that you have experience working on similar matters.

You can accomplish this in part through marketing (e.g. through writing and speaking about your area of expertise—or as I have recently done, by putting video on your website). Building your referral network can also ensure that you get a stream of inquiries from prospective clients who think you can solve their problem (“Oh you should really contact my good friend attorney Jim Smith. He can really help you!”)

But at the end of the day, if you want to get the business, you have to be able to look into the eyes of the prospect and tell him or her that you can handle their situation. You need to be able to communicate with confidence that you are competent and that the prospect will be taken care of.

It's a lot harder to look into a camera lens and be that convincing; but it sure is good practice.

If this is hard for you, here are some things to think about: 1. You are not bragging if you are telling the truth about your skills and experience. 2. How would you feel if someone less competent got the work because they were better at self promotion?