

50 Ways to Boost Your Law Firm Marketing

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Solo and Small-Firm Lawyers Share their Successful Legal Marketing Techniques



When it comes to law firm marketing, everyone is looking for a leg up. But instead of looking for something new and different to try - stick to what works!

The best legal marketing practices are the ones that have been done time-and-time again - with success!

So which ones work the best?

A group of solo and small-firm lawyers divulged their secrets to Maryland-based attorney, Terry Berger, during a [ABA Solosez discussion group](#) - and more than [50 lawyer marketing tips](#) were compiled!

Here's a look at the top ten:

- 1. Join your local chamber of commerce. It's great for networking and community credibility.**
- 2. Get a unique business card and hand it out freely.**

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- 3. Give a client or other non-lawyer contact at least two cards—one to keep and another to give away.**
- 4. Give every employee his or her own business cards with name, title and e-mail address, along with the name of the law firm. People are more likely to hand out cards with their own names on them.**
- 5. Offer to write an article for your local paper on a topic such as why everyone should have a will or questions to ask a contractor. Make sure the byline includes the name of your firm and, if possible, your e-mail address.**
- 6. Add a signature block to your outgoing e-mail that includes your name, firm name (or simply attorney at law) city, state and phone number.**
- 7. Try to get a local reporter to use you as a legal expert. Send an e-mail offering commentary on a court case. Learn to translate legalese into English and reporters will love you.**
- 8. Join e-mail discussion lists at the local and state bar level, as well as the ABA's Solosez group. (You don't need to be an ABA member to join Solosez.)**
- 9. Apply to teach at a local community college, community center or similar venue. This could be a for-credit course or a one-day course on your area of legal expertise.**
- 10. Make sure everyone in your office building knows who you are, that you're a lawyer and what type of law you practice.**

Again, Berger collected a whopping [50 legal marketing tips](#) that have proven to be invaluable to solo and small-firm attorneys. Try one, or all of them, and see which can work for you and your practice.

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