

Focused Marketing Tips for Busy Lawyers

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • June 1, 2011 • [Printer-friendly](#)



Have No Time for Marketing? Your Busy Schedule is Not an Excuse and Here's Why!

Are you trying to stay afloat with grueling matters and client calls? Well, unfortunately, that's no excuse not to be marketing your practice. Even time-pressed lawyers can find time for legal marketing. **FOCUS** is key.

Stacy West Clark of [The Legal Intelligencer](#) offers these [marketing tips for lawyers](#) who are constantly on the go.

1. Keep your marketing sights small and focused.

Make a list of clients and referral sources you want to focus on for the next six months and only use your limited marketing hours on *them*. Do not engage in any random acts of marketing. Stay focused.

2. Put it on the calendar.

Set aside one hour a week -- at the same time every week -- to meet with your assistant and map out who you need to meet with, have lunch with, need research on, return calls to, send a personal note to and more. Use that time to call one or two clients and check in on them.

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



3. Outsource small marketing tasks to staff.

Work *together* to set up a system for your assistant to help you return e-mails and phone calls when you are out of the office or tied up -- just to let the client know you got the message and will return the call shortly.

Ask your secretary to stay on top of Google or LinkedIn updates on clients and referral sources, news about you that should be posted to your bio or issued in a release, client birthdays and more. Have your secretary help you set up a doable amount of lunches or face-to-face meetings for you with your targets. He or she can also identify which seminars or trade association meetings your clients and prospective clients are going to.

4. Be a mentor.

Mentor an associate so he or she can you deliver responsive service to a client. In fact, consider setting up a client service team for every client -- consisting of you, an associate, a paralegal and secretary -- so that the client is comfortable with many people at your firm and can be assisted by any one of them in your absence.

5. Invest in fast and easy communication tools.

These tools will help you let clients know that you're thinking of their business needs and goals. Create a one paragraph email alert to go out monthly -- consisting of just one paragraph on news that is hot to your current clients. Or, if your clients are not email savvy, create a postcard mailing.

6. Weed out bad clients.

If some of your time involves working for "C+" rather than "A" clients -- or taking part in activities that have never paid off for you -- cut them out!

7. Use down time to check in with clients and referral sources.

Pick up the phone or your personal note card stationery, which you can keep in your briefcase too, and reach out to a client. Or scan newspapers for an article that would be of value to a client.

These are just a few marketing tips to help light a fire under busy lawyers. Remember, you can do both: Work and market. No excuses.

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