

Boost Your Revenue

Posted by [Coach](#) • November 24, 2009 • [Printer-friendly](#)

11 Legal Marketing Strategies that can Boost Your Revenue



Is business slow?

Has your firm's revenue waned?

If the answer is yes, then it may be time to get serious about **legal marketing**.

Law marketing is a crucial part of running a successful legal practice. Ignore it, and you run the risk of bringing down your firm like a sinking ship.

Henry Harlow, author of *Law Marketing – How to Increase Your Revenue by an Average of 27%*, offers these **legal marketing strategies** that will not only keep your firm running smoothly, they'll also help **BOOST CASH FLOW**.

- **Raise client fees initially by 5%.**

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- **Record ALL billable hours as they happen.** Don't wait until the end of the day, week, or month to calculate your time. This tactic alone can help you increase revenue by up to 20%.
- **Bill for legal assistants.** Just like any good entrepreneur, you need to leverage yourself on the work of others – *and* charge your clients for it.
- **Hold your team accountable for billable hours.** Start small, requiring 20 hours of billable time, and then step it up to 30 hours per week. Figure out a bonus incentive plan to keep the team on track.
- **Keep timekeepers focused.** Timekeeping staff (secretaries and receptionists) should focus on billable time, not non-billable work.
- **Identify top revenue-producing practice areas.** Good marketing for lawyers should focus on two or three money-making practice areas.
- **Be picky.** Stop taking C & D clients and get A & B client files moving faster. Down the road, good referrals will come in with word of mouth from those happy A & B clients.
- **Build valuable relationships.** Begin a relationship with valuable referral sources that will bring in more business by sending A & B clients your way.
- **Get a handle on time management.** This will allow you and your team to get in more billable hours during the work day.
- **Ask clients for referrals.** Don't be afraid to ask clients for referrals multiple times and in systematic ways. You can also ask clients to introduce you to other influencers they know.
- **Send direct mail.** Reach out to your colleagues on a regular basis. Regular mailings or newsletters are a great way to drum up potential referrals.

Legal marketing success won't happen overnight.

But, with a little persistence and forethought, you may see a **big pay off** down the road.

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