



Market Your Practice for FREE!

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3 Tips for No Cost Legal Marketing and Rainmaking

If you're a successful lawyer, chance are you've spent a lot of money on a legal marketing plan - and you've seen results.

But what about solo attorneys or lawyers who are just starting out and don't have a budget for formal marketing services?

The answer?

Market your practice for FREE!

Here are three **TRADITIONAL** and **NO COST** ways to start marketing and **RAINMAKING!**

1. Start networking.

Networking is an essential part of **FREE MARKETING**. [Take advantage of your bar association membership](#), attend conferences and CLE meetings, or join a non-profit or social organization. Participate in those event and meet people! Whomever you meet just may be your next client or referral source.

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You can also build relationships by introducing your clients to each other, and by sending referrals to them.

2. Prepare a pitch.

Every lawyer should have their own carefully planned and crafted pitch. The pitch should grab someone's attention and say a lot in relatively few words. Remember, though, you're not selling something. Don't tout how great your services are. Rather, describe what you do, and show passion for it.

Include an introduction, emphasize the benefits you provide or solutions you offer, and showcase your uniqueness or how you are different from the competition. Write and rewrite your speech, sharpening its focus and eliminating unnecessary words and legal jargon. Consider including a compelling "hook" or intriguing aspect that will engage the listener, prompt him or her to ask questions, and keep the conversation going.

Generally, your speech should not be longer than 30 to 60 seconds. Be warm, friendly, confident, and enthusiastic. And, be sure to know when to wrap up if your listener's attention is waning. You can end by asking for a business card.

3. Give your office a makeover.

Your office and reception area speak volumes about you and the service that your firm provides. What impression of you does your office give your clients?

Sit in your office and look at the surroundings. Is your...

- office neat and tidy?
- desk full of clutter?
- office personalized with photos, artifacts, or items that reflect your hobbies or interests?
- office warm and inviting?

Take the time to make improvements in your office so that clients - and colleagues - feel comfortable in the environment. You want them coming back - often!

You don't have to spend thousand of dollars to market your practice. But you do have to be diligent about it. **Market your practice each and every day - if even only for ten minutes.** And don't stop even if business is good!

Good marketing does pay off, even if you haven't spent a dime!

Adapted from article [Practical and No Cost Marketing and Rainmaking](#) by Dan Pinnington.

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