

2009

57 Ways You Can Increase Profits At Your Law Firm In The Next Thirty Days...

[Free Information from

www.GreatLegalMarketing.co.uk

The information in this book is presented as a list of “mental snacks”.

Digest them and act on them and you are guaranteed to boost your marketing and become a leading provider of legal services.

You may forward this book on to other solicitors in its entirety.

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Thank you to all the readers of www.GreatLegalMarketing.co.uk that contributed to this book.

Boyd Butler

99% of Your Success Is Based On Your Positive Attitude.

Positive Attitude for lawyers and solicitors is vital.

Attitude comes from the Greek word "Etheos" meaning the God Within.

We are born with curiosity and enthusiasm. When these qualities are combined with great expectations and persistence we can expect amazing results. 3 year old children ask repeatedly "Why?" to every answer they are given. They are curious, enthusiastic and persistent. And they usually get their way.

A great attitude is infectious. It can affect animals. Horses respond to the jockey's attitude. Dogs respond to your attitude towards them. And you respond to other people's attitude towards you. That's why you'll tip more in a restaurant where the attitude to service is a positive one and the waitress will earn double the money because of her positive attitude.

Imagine today were your last day on Earth. Do you have a positive enough attitude to make the most of today? You are on a "holiday on Earth" everyday of your existence.

We don't know much about the mystery of life, where we came from or where we go. The only thing we know is now. And now is how you perceive it. It's a mental game. And a mental game that you can win or lose. It's up to you.

"You become what you think."

If you have a positive attitude you'll be positive. A negative one and you'll be negative. You might reflect that most people start the day with a neutral attitude. If it's a bright and sunny day they might feel a little more on the positive side. And if it's raining and cold, and they're late for work and the kids are screaming and there's heavy traffic.....maybe the day is not going to be a productive one for them.

Do you recognize that your mental attitude, whether it is positive or negative, can be changed at will in one second of time? Your attitude is something over which you exercise control.

How much of your success is down to your attitude? Some of it, all of it?

And how many of you have been on a course or studied how to have a positive attitude?

Reading is fundamental to acquiring a positive attitude because it helps you become self-aware.

Here are four books that you can read that will help.

"How to Win Friends and Influence People" Dale Carnegie

“The Strangest Secret” Earl Nightingale

“Think and Grow Rich” Napoleon Hill

“How To Stop Worrying and Start Living” Dale Carnegie.

Here are some mental munchies about positive attitude.

- If you want to be positive you have to be exposed to positive people and influences.
- You were born to win, but you have to plan to win and prepare to win and expect to win – that’s a saying by famous sales trainer Zig Ziglar.
- You’ll get whatever you want if you help enough people to get whatever they want. Or as Muhammad Ali said, “Service to others is the rent you pay for your room here on earth.”
- Make every day as productive as the day before you go on your two week summer holiday.
- Ignore people who say you can’t. They just don’t want to see you get on.
- If you have nothing nice to say, don’t say anything. That’s a famous quote from your mother.
- Don’t dwell on the problem, seek the solution. Be a winner not a whiner.
- Forgive and forget. Don’t let the past put a break on the future.
- Self talk your way to self-performance. Muhammad Ali said, “I am the greatest” and he’s still saying it
- You become what you think. What are you thinking today?
- What you do away from the job will affect how you do the job.
- You will hear NO 117,637 times in your lifetime - try converting 1000 into a Yes
- [Failure is an event – not a person.](#)
- It’s not what happens to you. It’s what you do with what happens to you.
- Strengthen your weaknesses and strengthen your strengths at the same time.
- Every crisis represents an opportunity. For every problem there’s a profitable solution.
- Hard work brings luck.
- How many of your problems are cured by 5 thousand pounds? If you can think your problems away you can attitude your problems away.
- It ain’t what you do it’s the way that you do it.
- Watch less TV. Read books and listen to tapes about how you can work on your own positive attitude.

What determines whether you give your clients great service?

Knowledge, Listening and Attitude.

Your performance, your company, your livelihood depends on your attitude. Practise every day.

You Become What You Think. What Are You Thinking Today?

Make sure you make the most of every phone call that you make. Use a call sheet to prime yourself for each call, get the key information you want and note anything that you could do better next time. Systematically doing this with each call you make will improve your call technique. For a call sheet email me boyd@greatlegalmarketing.co.uk

Out Of Office Emails - This happens every day in your law firm....You are out for the day. You set up your "out of office" message. People email you. And they get your message.

"I am sorry I am out of the office. If it is urgent please call Sarah Smith on xxxxxxx" followed by a whole paragraph of legal baloney.

When I think of the hundreds of cross-sell, upsell, downsell and educational opportunities you guys are wasting...c'mon I'm on a mission to help you!

Look at your out of office message.

Can you improve it? Maybe add a link to a video you've put on your website? A link to your latest blog entry? A link to a secret white paper they can steal while you are out of the office? Links to other departments they may not know about?

Someone has emailed you. Try to give them something of value even if you are not there. You may have another email from the same person when you get back. Asking you to do some more business for them. Sweet. Especially if the whole firm does it!

Get Price Out of The Way Before You Start

When someone calls you about something e.g. conveyancing, a great way to make sure that price is not an issue is to raise the price issue right from the start. This may seem counter-intuitive for most law firm marketing. But try this.

Ask the question of your prospects,

"We are not the cheapest on the market for conveyancing, but as you can see from our huge number of testimonials from loyal clients, we are exceptionally good at what we do. Before we continue let me ask... Is price an issue for you or do you just want a fantastic service?"

As long as you have the testimonial proof and service to back up your claims this should eliminate price resistance and allow you to deliver a service that brings referrals in by the bucket load.

People buy when they are ready to buy, not when you want to sell.

And it's not good enough that people are satisfied with legal services. They have to be loyal. (If you don't know the difference, my wife may be satisfied, but I prefer her to be loyal.)

Surveys tell you what you already know. It's not about legal expertise (because that's a given). It is about marketing, which includes your positioning and communication of your expertise.

You have to know what it costs to get a prospect to your law firm, what it takes to convert one, how much you make from each client over a lifetime and then you start to understand marketing.

You can only convert prospects properly **if you have a marketing sequence** for your law firm. See a presentation video on this here. [See the video on marketing sequences here.](#)

And then the whole return on "investment in marketing" picture alters dramatically.

If you don't know the basics of marketing then you want to find out fast.

It's not because Tesco will steal your market. It's because you are leaving thousands of pounds of profit in pockets. That could be yours.

That's why you have to keep in front of people all the time, (yes forever) with a sequence so that you educate, persuade and entertain your prospects.

When the time is right, they will come to you because they will actually remember your name. And your phone number. And mention it to their friends and family.

Use Major News Stories to Add Your Angle and Get Free Publicity

It's easier to get publicity and attention for your firm if you piggy back big stories and give them a twist.

Someone famous dies without a Will. That causes problems. And you solve those problems by releasing a story about what celebrities should do. Think Michael Jackson, Steven Gately.

Someone gets sacked and brings a case for unfair dismissal. Think Professor Nutt, the guy sacked by the Home Secretary. Your chance to talk about this subject and show your expertise.

There's always someone famous dying or getting sacked or getting divorced. All you need to do is one press release/story and top and tail it each time it happens...and watch your audience grow...

And if you want – you can even create your own stories for free PR – [take a look here.](#)

Direct Mail That Works Is a Licence to Print Money for Your Firm

If you know you have 3 clients that are similar how about trying to find some more?

One way you can do this is by writing a sales letter.

Let's say you have 3 charities you work for.

If you can write to another 500 charities that are similar, with a persuasive letter and 25 respond then you have an immediate qualified 25 prospects. And it cost you £250 to send the initial letters. That's £10 a lead for your law firm.

Here are my video thoughts on a letter sent to me to try and get me to buy.

If you convert one from 25 you will probably make a return of at least 10 x the money you have invested. So why not try it?

Here are some tips that will help you write better sales letters to market your law firm. There's another resource on direct mail for solicitors here.

1. Send a letter with no offer and you'll get no response - That's known in the world of marketing as a "waste of money."
2. If you do not get the results you need or response is flagging, check the offer first.
3. "If you want to dramatically increase your response, dramatically improve your offer."
4. "Success in direct mail is 40% lists, 40% offer and 20% everything else.
5. Before sending out a letter without an offer, think the letter "P": only the Printer and the Post Office make money.
6. A good direct mail letter is as direct and personal as the writer can make it. Even though it may go to thousands of people, it still talks to an individual. It's a message from one letter writer to one letter reader.
7. A sales letter should never be signed by two people. Two is a committee. It's impossible to make an emotional connection with a committee.
8. Do not write "we" in your letter. Write "I". This gives the sense that one is getting a letter written by a real person. If you are available anytime (24/7) for the call, or for more information, make sure that you are and tell them you are. They'll appreciate you saying it, even if they don't take you up on it.

Turning a 50 pence letter into £2500 of business is a skill that you can easily learn. Just follow simple, proven and profitable systems.

(Of course the 475 that don't respond will go into a marketing sequence remember...)

Become A Celebrity And People Will Seek You Out And Pay More For Your Services.

Because Celebrity Status = Trusted Resource

"Boyd, I'm having my picture taken by the local Gazette newspaper on Monday morning!"

I love getting emails like this. Someone that tries something different. And gets publicity. And sales because people trust people that demonstrate their expertise in the media.

It goes something like this. "If they are the expert in the paper/on TV/on the radio – they must be the best one around." Get your editors of local newspapers, magazines and radio stations to a good restaurant and find out what they want.

Get Testimonials On Google Local And See Your Website Visits Soar and Profits Rocket.

Apart from the fact that Google local helps you get on the first page of Google for searches such as "solicitors in Reading" another reason all law firms must take Google local seriously...because it provides a simple platform to generate tens or even hundreds of online testimonials.

If a law firm like yours started today and got one a day then I expect you would be able to say you are "the World's number one law firm on Google Local" or "More Testimonials Online than Any Other Law Firm on the Planet." within 3 months.

[This hotel has more than 200 reviews](#)

And it's easy. Just ask every client you have to go to your Google Local listing...

And ask them to write a review of your services.

That's it. Brilliant testimonials. Online proof of your value. For free.

You Can Use Humour to Sell Legal Services

And what about making movies that tell a story. Sounds impossible! But let me ask you...Can you type? Can you point and click and drag with a mouse?

[Because take a look at what you can do really easily with some free software.](#)

And you can use this type of thing to get meetings with key corporate clients, on your email newsletters, for praising staff...anything where you want to be noticed and have an effect.

Communicate Regularly With Your Customers by Using the "Because Factor."

You want a good reason to communicate with your clients. You can use anything that is top of mind. For example what about using clocks going back on October 25th. It's usually an excuse for an extra hour lie in but how about using it to do the following?

"Charities benefit from crazy clock rules as law firm donates hour to good causes."

"Solicitor uses time machine to give over 65's free Wills"

"We've donated our lie in to our clients. We'd rather help you than have breakfast in bed."

How many events are there a year that you can use to market your legal services for PR, marketing to your existing clients and generally creating a USP for your firm?

National Lottery, Halloween, Xmas, New Year, Wimbledon, X Factor, Strictly Come Dancing...

It's all about using the rising tide of what's going on, and benefiting from free publicity for your law firm to grow faster than anyone else.

Using Someone Else's Client List To Get Yourself New Clients Is A Fast Track Way To Getting More Clients.

Flint Bishop partnered up with Oxfam, the BMA and Breast Cancer Care. Access to 3 million people and 500 transactions on Wills a month.

This concept is very valuable. And it can easily be copied. In fact, the idea of marketing partners is very old. The only way it has remained a secret is because of the knowing-doing gap.

You know you should do it. And you can do it. So why not try it? Find someone that has a large list of people that might want what you have to sell? How about a Funeral Director that has 1000 people signed up to a funeral plan? Have all these clients got their Wills in order?

You Can Easily Do Video Presentations In Five Minutes With Free Software That 5 Years Ago Would Have Cost Several Thousand Pounds Of Agency Time.

There are lots of technologies coming out that are free and simple to use that help us in the cause. They can also be highly effective.

Whether it's video conferencing rather than travelling hundreds of miles, or doing something once so that it can be used again and again.

Take screen casting, where you record what's on your screen and then send the video to your prospect or client. You can use a service such as www.screenr.com which automatically tweets (Twitter) your stuff for public viewing or not, the choice is yours. The other technology is www.jingproject.com.

It's a great way of producing short PowerPoint with narration videos for your website or for giving updates of key points by video rather than letter or call.

It could even be used as a video newsletter ;-)

LinkedIn Can Get Testimonials For You Fast

One good thing about LinkedIn is that people type in your name on the internet and discover more about you via your LinkedIn page. You are being Googled. Marketing is really about who knows you so it makes sense to take advantage of LinkedIn.

One of the great things about LinkedIn is that it makes it incredibly easy for solicitors to get personal testimonials.

If you are on LinkedIn and you don't have 5 testimonials take this challenge. Ask one person a week, starting today, to give you a testimonial.

Teams Beat Individuals Every Time So Create A Winning Team.

"Why should I bust a gut, I'm not a legal partner so I ain't gonna earn more out of doing this!" That's something you hear in all firms. It made me think of the "up or out" system within law firms. If you are good enough you make partner and share in the success. If not, you're part of the "rest".

At least that's how it seems to many people that work as lawyers. If there's a them and us culture in your firm it means that people are not co-operating. It's more likely that they are competing.

Many people assume wrongly that competition brings out the best in people.

And the Darwinian "survival of the fittest" is often used as a scientific justification of this type of approach. But does competition really help your law firm internally?

When someone wins - someone loses. And 99% of people have been taught they if they are not winners they are losers. And if you lose how does it affect you and your staff? If the answer is negatively then you are duty bound to find an alternative. And that is co-operation.

Co-operation is win/win.

It's coaching staff so that you can transfer knowledge, it's finding best practise and disseminating it, it's scheduling work so that everyone gets interesting things to work on. It's not having favourites, it's saying someone is different not better, it's helping not hindering.

Think about how Amazon allows co-operation between store owners and buyers. Or how Linux allows programmers to co-operate on open source software. Or how Betfair lets punters bet against each other.

There's an old football saying that there is no "I" in tea

So if you aren't referring internally, working with business partners or simply taking the time to help each other then you are probably over-competing. Try a bit of un-learning.

Try a bit more co-operation in your law firm.

Put on your next management meeting the words...

How Can We Co-operate More In Our Firm And Externally With Partners To Make Our Business Win-Win?

And make sure you invite all staff to contribute with their ideas as to how you can market your solicitors firm better.

PS It is not the case that Darwin coined the term "survival of the fittest". When you think about it his theories demonstrated that by co-operating in distinct niches animals had the best chance of surviving. It was the exploitation of these niches that was observed. What niches can you law firm thrive in?

Strengthen Your Weaknesses And Strengthen Your Strengths.

"If it isn't your job to do it, perhaps it is your opportunity." Napoleon Hill.

When you talk to Lawyers you sometimes hear fee-earners say that "it's not worth me making the effort because even if things did improve it's not me that will earn out of it."

Let me ask you. What do you earn by being able to walk? What do you earn by being able to read? What do you earn by learning a new skill?

I've got a t-shirt that is a reminder not to fall into the "it's not my job" trap.

It goes..."the more you read, the more you learn, the further you go, the more you'll earn." And I don't just mean big bucks when it comes to earning.

Earning means respect. It means that you get knowledge you can help others with.

It means you can quench (temporarily) a raging thirst for new ideas.

Everyone you meet is a teacher. Drink in their knowledge. And pass it on.

Write to All Your Clients That Have Done Business with You

Take the 50 clients in your Wills list that you haven't written to since doing their Will. Write to them saying you want to register their Will with Certainty free of charge. Ask them if there is any update they want because of changes in their circumstances.

Make use of the checklist of how to write this letter.

AND ASK CAN THEY REFER YOU TO A FAMILY MEMBER WITH THE SPECIAL OFFER?

And when you have done the first 50, try the next 50 making changes to the letter according to results from the first. It's affordable, it's doable, and it's profitable. An easy way for any solicitor to make a lot more money. And you don't need a legal marketing consultant to show you how to post a letter - do you?

Do it for every type of client you have that you haven't spoken to for six months.

"It's More Important To Be Resourceful Than It Is To Have Resources."

Yes, it's in red print for a reason.
Red is a powerful colour.
It is a colour of action.

And action is the key message.

Do not procrastinate because you don't have the money for marketing.

[Find a way to do it without paying upfront.](#)

Do not worry about being perfect. No one will know you are perfect.
Because you'll never get anything done for people to see.

Don't use the words "if only". Substitute them with "I wonder how".

If you make a mistake. It's not you that didn't get it right. Say "it" wasn't quite right.

Every time you do something well, buy yourself something.
(I buy books or sea bass). You'll feel pretty good.

When it doesn't go right, buy something anyway.

Pretty soon you'll be feeling good all the time...and when your attitude is positive you are 99% certain to succeed in whatever you do.

Use Your Car to Advertise Your Firm For Free

Children of School Age? - Use the School Run To Market!

Put t a sign on your car that publicises your family law team. When the car is used on the school run it gets in front of 500 parents. Many of whom want a family law firm! And on Saturday's the family car is parked at Sainsbury's for a couple of hours during peak shopping periods. Easy hey?

Just use a [trackable phone number](#) on the magnetic panel you put on the car and you've got free leads coming in to your law firm. Why not supply all your staff with magnetic posters for their cars? You can have a team bonus for leads brought in each month. You can even get free magnetic panels from Vistaprint from time to time.

No Cost Personal Injury Referrals

You know what might be a good idea.

Go to all your local accident repair centres.

Speak to the manager.

Explain you are a local lawyer that represents people involved in car accidents.

Tell him you'd love to offer his customers a free appraisal.

Get him to hand over your audio CD about personal injury and motor accidents to every customer that comes in.

Thank him profusely when he sends you clients by sponsoring his kid's football team strip with his company name on it.

10 accident repair centres
50 customers a week
500 prospects a week for you
2000 prospects a month
24,000 prospects a year

500 new cases for you

Why "Why?" Is So Powerful.

Taiichi Ohno, the architect of the Toyota Production System, used the five Why's technique to solve problems. In a manufacturing environment, the Five Whys might work like this:

Manufacturing Example Problem: The Production Line Stopped Again

Why did the production line stop? Answer: We blew a fuse.

Why did we blow a fuse? Answer: Because the bearings overheated.

Why did the bearings overheat? Answer: Because there is insufficient lubrication on them.

Why is there insufficient lubrication on the bearings? Answer: Because nobody oiled them.

Why did nobody oil them? Answer: Because we don't have a preventative maintenance schedule.

Followed by Silence.....ideally somebody should then pipe up with "we need a preventative maintenance schedule - I'll get it sorted for tomorrow."

In legal services marketing, you need to ask lots of Whys.

Mike Schultz, a US marketing consultant gives a law firm example.

Legal marketing problem: We Don't Have Enough Leads Coming In.

Why don't we have enough leads? Answer: Because the partners aren't getting enough referrals to build their practices.

Why aren't the partners getting enough referrals? Answer: Because the partners and the marketing group aren't taking the actions needed on a regular basis to generate referrals and new business leads.

Why aren't they doing what they're supposed to do to generate leads and referrals? Answer: Because work expectations focus on keeping them billable, and lead generation isn't a top priority in the marketing department.

Why are the partner jobs aligned so narrowly to billing, and why doesn't marketing focus on lead generation? Answer: Because the managing partner hasn't historically perceived revenue generation as an issue, and so across the board—from marketing to billable staff—there isn't much concerted lead generation effort, and, in marketing, there's no budget.

Why? Answer: Now that it's an important business problem to solve, why hasn't he addressed this?

Why? Answer: Silence.

Without leadership support it doesn't matter if you come up with the right answer because nothing will happen anyway. So Partners - it's up to you.

What I like about this technique is that it is common sense, easy to do, and gets actionable solutions. It's also a way of "becoming your own consultant" and seeing things through fresh eyes. Very important if you want to improve what you offer.

Double the Number of People That Open Your Email Newsletter

If you are sending a newsletter by email or an invite to a seminar then maybe some people won't open your emails...first time round.

If you get unopened emails try a different subject headline...it won't upset those that don't open the email by sending it twice because they never opened the first one.

Fact: Only 20-30% of your list will EVER open any email you send them EVER....the first time.

Take the list of people who didn't open your first email and send them the SAME mail again the next day with a different headline.

Just a different headline. Takes about two minutes.

It's simple but powerful.

Re-mailing un-opens really works. And legal marketing is about what works.

Do You Use Your Qualifications To Get People To Buy?

If a plumber from Reading can use his qualifications in such a fantastic way why can't you?

<http://www.itsleaking.co.uk/qual.htm>

A certificate is no good in the cupboard at home. Get it out, display it and stick it on your website. Your qualifications are relevant. Most people don't have your qualifications and so they will be impressed by yours. It's an independent testimonial to your quality and something that helps deliver the preponderance of proof that you are the right choice for someone.

What To Do When People Request A Price Reduction?

When people are going through hard times they might ask you to lower your prices. If you do it, they'll be shopping for lower prices after the recession so don't do it without one helluva fight.

Because price shoppers aren't loyal and they don't know the value of your services, (have you demonstrated them?)

Make the person asking for a price reduction is the decision maker. Go to see them face to face. Ask them if their customers are asking them for a reduction?

If you absolutely have to and want to reduce a price then make it a temporary reduction that helps them out while they are going through a rough patch. But make sure it's only for a few months and then you'll increase your price to them so that you can catch up with the lost income. That way it's temporary.

And remember abandoning those clients that are a pain, constantly asks for low fees and take up your time is the right thing to do anyway.

Measure Your Performance and You'll See Fast Improvements

Is there any firm out there that knows its conversion rate for enquiries turning into a client?

For every member of staff?

And systematically measures this?

And then uses the findings to improve everyone's performance by sharing best practise? Do this and you will see conversions and profits increase...fast.

Make Your Service Unique So That It's Easy To Choose You

Imagine trying to sell something as nebulous as "good service". That's a quote from Harry Beckwith's book, *Selling The Invisible*.

To stand out in business you have to have a Unique Selling Proposition (USP)

This is something that sets you apart from the competition – it makes you a “must have” product or service.

To the prospective customer, your USP is the answer to his question

"Why should I choose your Legal Service over any other competitor available to me?"

I have a reliable mobile mechanic who does my servicing.

Alan offers something that my main dealer doesn't, (and it's not a cheaper price!)

He has a USP that appeals to me and 700 other clients.

"Boyd, I Save You Four Hours Of Valuable Time That You Can Use To Do Whatever You Want Whether Working, Playing With The Kids Or Working Out".

He has a great USP that is delivered by coming to my house, servicing my car, taking it to the MOT station and returning it for me to my driveway. Wow.

1 Why a USP is important and why your Legal Practice must have one

Your USP is the basic rock of your business. There's a saying that goes "If you stand for nothing, then you'll fall for anything - recession, downturn, competitor opening, price, war etc"

Without one you have a “me too” business.

You are going to find it very difficult to have loyal clients.

You may have satisfied clients for a while, those who are ok about your service or product, but who switch if something else better comes along.

Your USP is your “iron curtain of indispensability” locking clients in to you.

2 What is a USP?

You need to be able to explain in a single sentence or phrase why your clients use you and why a prospect should too.

It is the essence of what you have to offer.

An example of a USP is Domino's Pizza, “Fresh, piping hot pizza delivered to your home in under 30 minutes – or your money back”

If it had been Domino's Pizza "Simply the Best in Town" then they would have had a slogan – easily replicated by every other pizza take away.

3 How to find your USP

Get all the details of *what your Legal Practice offers* and distill it down into one sentence or short phrase.

It needs to be clear, concise and sell to your prospects. It's not Shakespeare – it needs to generate desire and urgency, not literary awards.

Ask yourself and others about what it is that you do so well for them. This will give you a start.

Other things you might shout about;

- Speed and Ease - Are you the fastest, or do you make it easy, (Amazon one click, Wills online, Guaranteed Response).
- Extras- Do you offer a bonus product such as seminars, books, reports
- Broad selection – e.g. every specialist you need under one roof
- Guarantees – We win your case or pay you £1000!
- Convenience = Evening appointments
- A long guarantee – if you're not 100% totally satisfied don't pay us a penny
- Free Trial, "If you're not completely and absolutely satisfied after 14 days we'll hand your case over to a lawyer of your choice and won't bill you a penny.
- Use what customers don't want to find a USP, i.e. no waiting around, no hassle, no payment until completed!

Make sure your USP is measurable, comparable, demonstrable and quantifiable.

Communicating a USP will often reinvigorate a company, its sales and its staff.

If your current USP is a "me too" or even worse, you don't have one, maybe a USP will lead transform your business by giving you the focus you need.

And if your USP for your Legal Practice is "We aren't worse than anyone else" then you have a problem!!

How You Can Find New Clients And Give Them Free Advice By Phone 24 Hours A Day.

It's 8pm and Mary has just plucked up the courage to find out about getting a divorce. She can't search online because her husband might find out. She can't call during the day because she's at work. She doesn't want to talk to anyone in her family.

She has the number of a local solicitors divorce line. It's a free phone number.

She calls it and hears a sympathetic and warm voice speaking about what steps she needs to take, what she needs to think about and how she can get in touch.

Information lines are telephone lines that have pre-recorded messages that give out relevant information to prospects without them having to speak to somebody.

If you have called a bank recently, there's a good chance the information line has been your source of how to transfer money, get a balance, or find out your interest payments.

They are very useful because they work 24 hours a day. The message can be as long as you want it to be. Prospects can listen to the information without making any commitment.

They can qualify themselves as prospects by listening to the relevant information and then deciding if they want to speak to you directly.

Someone that listens to an information line on "The 3 things you must know if you are thinking about divorce" and then calls you is identifying themselves as a prospect.

Not everyone will be willing and ready to speak to a lawyer without doing research on their particular problem. So an information line is a perfect way for them to do their research in a conversation that you control.

Lines are inexpensive to record and have available. It's less than the price of a quality newspaper per day.

What's more, information lines can be advertised to many thousands of people via local newspapers because they do not need big adverts.

All the information is on the recorded message.

You only have to get someone to call it and the recorded message does the selling.

If you have a divorce line message which you advertise for £20 a week to a 10,000 circulation newspaper and 15 people call the divorce line then you may pick up 5 clients worth many thousands of pounds.

If this test works well, (and it is totally trackable because of the unique phone number used in each newspaper) then you can try another newspaper, outside your local area.

If this works you can try another and so on, measure response and return on investment all the way.

For a very small sum you could find yourself with a national business built via small adverts in newspapers and cheap information lines.

How To Create Advertising That Brings You A Steady Flow of Qualified Buyers.

How much does it cost you to get an expert to review your direct mail or advertising?

The answer is ZILCH. Nothing. It's Free.

Because you can be as good as most experts just by following a few rules and making improvements in what you do.

All advertising works to some extent. It's just that most of it is not profitable and therefore not successful. So that's the problem. Not advertising per se, but the actual advert itself and the response it generates.

Here are the biggest mistakes I look for in adverts or direct mail pieces sent to me for review.

1 Lousy Headline

This is the most important part of the advert or direct mail piece.

It takes at least 50% of the time to come up with. It has to immediately and directly grab the attention of your prime prospect.

The headline is the most important part of any ad. It will grab the readers' attention and

General headlines such as "Freeing you to see your way forward" just ain't gonna grab anyone.

What you really want to write is a headline that offers a benefit and ideally provokes curiosity.

For example,

Find Out How 27 People Made Their Will Last Wednesday And Didn't Pay A Penny In Legal Fees – And How Another ~~27~~ 17,7, Can Do The Same By Calling This Number 0844 502 1631 For The Next 3 Days Only

2 Rubbish Offers

It costs a lot to get a new client. And you won't get them unless you make an offer and a good one at that. So remember that the better the offer, the more chance you have of getting new clients.

And the real profit is in their recurring business. So even if it costs you £100 to get a new private client you should be making money very fast from your "lifelong client".

- Get a Free House of Fraser Voucher with Every Enquiry
- Get a Free Trip to Paris with Every Will
- Get A Free Laptop Bag - Just Let Us Know When You're Popping In

3 No deadline

Most people won't do anything without a deadline.

Deadlines create fear and action. They work because of psychological fear of scarcity - the fear of losing out.

The shorter the deadline the better. You can have a one day deadline, but never to give more than a two-week deadline. A fortnight is a holiday in Spain, not a deadline.

4 No Testimonials

How many testimonials should you use?

(The reasons to use them are on the testimonials for lawyer marketing page).

Use as many relevant testimonials s you can. – And use them everywhere. Put them in all your ads. Hang them on the walls in your offices. Use them on your phone “on hold” messages.

5 No Guarantees

The better the guarantee the more people are likely to buy. (See the guarantees for lawyers section). Remember guarantees reduce the fear of making the wrong buying decision.

Having a BIG, BOLD, and SOLID GUARANTEE is the right thing to put in an advert.

And very few people will take advantage of you.

6 “Me Too” advertising

If you copy everyone else and they aren't getting fantastic results then you will get the same rubbish results.

Some of the best results come from standing out. You need to be different. Our eyes see millions of images a day and filter most out.

Think of Virgin Airlines. They stand out a mile as being different on their TV ads to celebrate 25 years of being different.

So if you want to do a 14 page direct mail letter do it.

As long as every single sentence is of value. Do not let people tell you things are too short, or too long or too bright. If it works, (and of course you are measuring it) then improve it and use it.

7 Focus on You Not We

How many adverts have you seen that focus on how great the law firm is and forget the prospect entirely? Look for the number of times “we” appears rather than the word “you”. If it's full of we then it's wrong.

Clients ONLY want one thing – WIIFM (What's In It for me). Focus on the potential client and you'll get better results

8 – Trying too hard to do too much

You should only have one objective. And that is to get a call or email response to your

advert.

That's the only thing which will lead to getting a new client on board.

Branding ain't going to put money into your account. Try paying the business rates with your valuable "brand image".

9 Forgetting to tell a story.

This is one I am guilty of.

Clients and prospects love stories. Stories sell, facts tell.

Why do you do what you do?

Why are you making the offer?

Who are you and why should I trust you?

10 It's not about Awards:

Advertising that wins awards for being "clever or cute" does not equal sales. Continuous studies prove that the type of advertising that sells is

Emotional, direct response advertising.

Look at your adverts and direct mail and see if you can improve what you do.

Why You Must Speak To Your Old, Disappeared Clients - Even If They Don't Want To Speak To You.

93 per cent of all Legal Practices forget about clients that no longer buy.

Clients that used to buy from you that no longer do is called attrition. You can call them "gone aways" if you want to. As long as you don't refer to them as "gone always".

Most Legal Practices do not know what their attrition rate is – never mind what to do about it.

Simply by finding out what your rate is and which clients are no longer actively buying from you will help you massively. Because when you know who and how many there are you can do something about it.

What are the main reasons a client leaves your protection* in the first place?

Something happened that meant they stopped buying for a while and they just never got round to buying from you again

They had a problem with you which you don't know about and they stopped buying they don't get the same benefit any more from what it is you sell

They don't feel appreciated by you anymore and another lawyer makes them feel better

Once you stop dealing with a Legal Practice, it's easy to stop thinking about them entirely.

At least 50 per cent of attrition is non-action, a temporary stop to something that becomes permanent unless action is taken.

Your brain is bombarded everyday with thousands of messages. Are you going to think about "that legal practice I used to use" over breakfast?

Take this example. I used to go to football matches. Now my son is old enough to go, I might start going again. Perhaps if I was contacted by the club, (that holds my data) - maybe with a special offer.

But asking me to think about it amongst the millions of other things we could be doing, find the phone number, choose a match, get the right seats, organise parking, pay a substantial amount for tickets for a match, which he may or may not enjoy, - it's just too much effort.

That's why you need to have a client attrition prevention system in place.

Most unhappy clients will not tell you they are unhappy. They stop doing business with you. Research indicates that 96 per cent will not get in touch once they have had a bad experience and 90 per cent won't come back again

On average those unhappy clients will tell 9 other people.

For every complaint received there are more than 25 complaints that are not received.

Sixty eight percent of people stop doing business with a company because of indifference.

Problems do arise because of staff shortages, grumpy clients, inexperience, or simply over promising and under delivering.

But you never intentionally went out of your way to cause problems. And as it's your Legal Practice that is stopping people doing business with you, you can do something about it.

Simply by contacting them, you will start to change the way they feel about you. If they were dissatisfied, then you rectify the situation. They then become loyal advocates.

If they left because their circumstances have changed you still have an opportunity to ask for referrals. As long as they were happy with you then most people will oblige, if you make the effort to ask them.

The secret message that your Legal Practice needs to deliver to make people buy from you again is honesty.

You honestly want to know why they have not been buying for a long time. If they have a problem or difficulty that prevents them from benefiting from your service then you would like to know. Remember, focus on them.

Depending on what you find out, you'll then have to do something. Fix something, replace something, apologise or do anything to get them to engage with you and start buying again.

One of the great reasons to get in touch is research. You'll find out things you never knew.

Things that will affect all clients of your Legal Practice whether old or new.

Go through your old clients today. Contact them to see if there is something you can do for them. Remember, if you can halve your attrition rate of 20 percent and you have 100 clients, that's like adding 10 new clients every year. You'll double your business in ten years even if you do nothing else.

[Take a look at how one company Legal Practice keeps in touch with "gone away" clients.](#)

Always make sure you start with the most recently inactive clients as these are the most likely to become active again. When someone comes back to you, how about sorting out some welcome back pack to make them feel special?

And what about the lost cause? Thank them for telling you what you have done wrong. Thank them because they have just shown you a gap in your product or service that you can now plug, for the benefit of all clients.

Make sure you reward the lost cause.

Because they will not stop talking about you to all their friends and acquaintances.

No one likes to leave a relationship on a sour note so make it a sweet one. This is what Great Legal Marketing is all about.

*The reason that clients are "under your protection" is because this is what you do for clients. You look out for them, you think about them and you save them from things going wrong.

Otherwise you would call them customers and all you do with customers is transact - which is a commodity and always open to cheaper competition.

Remove All the Risk in Someone Choosing You by Offering a Powerful Guarantee

Why should legal practices should make a guarantee prospects cannot ignore?

Everyone has heard of the expression, "You can't get fired for buying IBM."

Where did this come from? Is it because IBM used to make the best computers? No. It came from IT buyers being scared to death of making the wrong decision when spending the firm's money.

All purchases are emotional. Which then get justified through logic. In order to sell something you have to make sure you speak to the emotional and the logical parts of the brain.

You make people want to buy by selling something in a friendly and trustworthy way, which demonstrates a great solution to someone's problems at a price they think is worth the money.

But there's always a nagging feeling when you buy something isn't there? That's why there's an official cooling off period when you buy something by direct mail or online. And a lot of people return something when they have bought it because they cannot justify the purchase through logic.

One of the simplest ways to remove the fear factor in purchasing, which is a barrier you don't want people to jump over, is by offering guarantees.

Most retail products have guarantees. Car manufacturers make their 7 year warranties part of their marketing messages. Lawyers make the no-win no-fee guarantee. But is that the only one that can be made?

You can guarantee to send clients a weekly update on their property conveyancing.

You can guarantee a fixed fee for updating a will once a year.

You can guarantee to inform clients of any employment legislation that will affect their human resources department.

You can guarantee a free seminar on a particular legal subject every year.

You can guarantee that if a client is not happy with your work you'll simply refund their money.

Why not? Only a few people will take advantage of your guarantee and this will be far outweighed by the new business you will get.

The ultimate guarantee is the "better than risk free guarantee." This is where you make an offer along the lines of, "If you are not 100% satisfied with our legal work, we will refund you the money and donate £100 to the charity of your choosing."

The prospect that sees and hears this guarantee is going to say, "Hey, this guy must know what he is doing to make an offer like that. I'm going to go with him." And that's just what you want to hear.

PS One of the greatest guarantees I have ever seen is by Todd Davis, the CEO of Lifelock, who plastered his social security number on the top of his web site (it's 457-55-5462 by the way). When reporters asked CEO's of other "identity theft protection" companies to give their social security numbers they all said "no".

Use Every Weapon At Your Disposal To Prove How Good You Are.

Legal advice with service quality guaranteed!

Wow. That's what I want from my lawyer. Service Quality Guaranteed!

And there are hundreds of lawyers that reach the Lexcel Practice Management Standard.

But do you know what? Most of you who have it don't even mention it!

And yet this is what it says on the Law Society website about you. My highlights!

"Do you want to be sure that the solicitor you choose offers a high quality service?"

The Lexcel practice management standard **is only awarded to solicitors who meet the high management and customer care standards.** Lexcel accredited practices undergo rigorous independent assessment every year to ensure they meet **required standards of excellence in areas such as client care, case management and risk management.**

Accredited practices get fewer complaints and claims against them than other practices. **If you want peace of mind and assurance that you will receive a quality service, use a solicitor with the Lexcel practice management standard.** By choosing a solicitor with Lexcel accreditation you can be sure you will get:

- **a timely response to all client communications**
- **regular and accurate cost estimates**
- **information on how charges will be calculated.**

Yippee!! Exactly what I want.

So if you have it, for God's sake, use it!!

Powerful Questions Lead You To Successful Sales Every Time

Have you ever bought anything from someone you thought was a complete idiot or unfriendly?

The answer is no. Before anything else, you must be friendly to sell. And if you are not friendly then get friendly.

This is the roadmap to making the sale.

Become friendly before you start - or don't start at all

Find common ground before you sell

Ask intelligent questions that draw out needs and motives

Relax throughout the conversation

Ask for a date of beginning, or a commitment to move forward after all risks have been removed

Create an atmosphere where the other guy wants to buy

Find your own way to use these rules

You know how to be friendly. And finding common ground is pretty easy too. (Remember Family, Occupation, Recreation and Money are the main things you may have in common and you should find out.)

So it's intelligent questions where you might need initial help.

The most important question is usually the first. It means you find out if you are talking to the right person. All your other efforts will be wasted if you are not talking to the right person.

The numbers of sales you make are in direct correlation to the number of decision makers you present to. Decision makers make the budget. To ensure you get to the decision maker you may need to ask these questions.

"Is there anyone else you work with that you bounce decisions like this off?"

"How will the decision be made for you to work with us? And then, and then?"

You should then know that you are talking to the decision maker or not, and what your next steps will be.

There are a number of power lead in questions you can use to draw out needs and motives of someone buying from you.

How would our advice help your business?

In your opinion what's the most important thing to you in engaging a lawyer?

What's been your experience of other advice you have received?

What do you want the end result to be when working with us?

What do you know about your present legal situation?

What do you like about working with us?

You will then move towards the closing statements to close the deal.

To understand and improve conversions you need to know what are the reasons that people say no and have the answers to these objections.

The best way to counter objections is to prepare for them and have the answers.

(You can even raise them in advance of the prospect).

Likewise you need to know the reasons that someone says yes. Use these positively by raising these reasons during the selling process.

Do you have the objections and positives written down with the answers ready at your fingertips?

Testimonials Are The Number One Selling Tool.

Lawyers - you must get testimonials to sell effectively.

Because what others say independently about you is 100 times more powerful than what you say. It's a great way of cutting through the cynicism that most people feel in modern life.

They help put people into the buying frame of mind, rather than feeling they are being sold to. That's why you must get great testimonials.

What is a testimonial?

It is one of your clients saying how much they have profited from being with you and how you have solved their problem.

It's the pictures, words or sounds that prove your value.

The root word Testimony comes from the Latin, Testis (titter ye not!) and the meaning of testimonial is loosely, "the independent reminder".

So why do you need them?

If you have to go into battle, you want to make sure you're well equipped.

Testimonials are a great weapon. They are provided free from your army of satisfied, willing, independent clients. It's like having unpaid sales people working for you.

Types of testimonials Lawyers need.

There are two types of testimonials you want.

One says that you are a great person to do business with. This is the "good guy" testimonial. You need these because people like to do business with good guys.

The second good type is the "Proof of the Pudding" testimonial. "We got into our dream home in just 34 days thanks to XYZ Lawyers" or "We got £1 million in compensation because we used XYZ"

Use both if possible, but "Proof of the Pudding" testimonials are essential.

How You Can Use Testimonials to Get Your Prospects to Buy

Whatever objection you are getting - you can answer it with a testimonial.

You are too expensive. "We have 27 clients that say we are worth every penny. If the other lawyers can provide 27 video testimonials guaranteeing their value then I'll happily compete with them"

If they are "satisfied with the present Lawyer" you've got a client who used to say the same but now uses you because they didn't realise you had invaluable expertise and experience. Use that testimonial.

Can't get a meeting with a prospect? Send an audio message on CD.

This could be from one of your existing clients who can back up your expertise.

"I was too busy to give this guy an appointment for 12 whole months. It was a massive mistake. In 6 days he has made a huge difference."

This puts doubt into the mind of the prospect who won't take the calls. He's thinking, "Maybe I should speak with this Lawyer after all". That's what you need to get that appointment.

Imagine the techniques a lawyer would use to prove his case in court – do the same with testimonials

Make it easy for people to give you testimonials.

Make sure you are great for a start! Ensure that people like and trust you.

Write a letter or call asking for a testimonial when your client thinks the best about you – maybe just after you've done a great job for him. In the letter highlight the things you want comments on. Remember most people don't like to think, so it's ok to put the words in their mouth or give them bullet points of what you are looking for. (Never, ever make them up though!)

And you can even ask for a testimonial before you work for someone or sometimes if you refuse to work for someone!

"Most people give us a testimonial when we work with them; will that be ok with you when we complete your transaction?" This gets all the awkwardness out of the way. And if you decline to take on a case, for example personal injury, then your advice may well lead to a testimonial about your "good ethical practice".

Make sure you give a small gift of appreciation. It could be a simple hand written thank you card. It could be an Amazon voucher, or book or bottle of wine.

The different types.

Most people get letter testimonials. Make sure you keep the originals safe. And use the whole photocopied letter as it has more impact and looks real.

What about photos of happy clients outside their new house or property?

You can get a video testimonial which is by far the most powerful, (remember 59% of internet use is watching video and seeing and hearing is believing). It's simple to use a Flip video camera and just upload it to your website, email it or stick it on You Tube for free.

Audio is another type of testimonial and is very easy to do. A digital recorder with an inbuilt USB stick means you can upload the audio in seconds with no fuss.

What about other proof that are testimonials? Year established number of clients, video demonstrations, 0800 information lines – all prove your value and expertise. They are testimonials to the truth.

Over the next month can you get two video testimonials for every objection that your Legal Practice encounters on a regular basis and one written testimonial?

Can you get "Proof of the Pudding" types?

Include these testimonials on your website, emails, letters, phone on hold message and advertising. Discover other places you can use them.

One way that you can use testimonials is to pre-sell to your prospective clients. Get all your written testimonials together. Make sure you have at least 20. Don't cut and paste the words. Photocopy the originals.

When you get an inquiry include all 20, 30 or 50 testimonials in a box you send to your prospect. The client might not read every one – BUT the overwhelming proof will pre-sell your next client on you fast.

How to Get More Referrals into Your Law Firm

Most Legal Practices get reasonable numbers of referrals.

It's often the main source of new business - providing more new clients than legal marketing campaigns.

Referrals are a credible third party offering you free advertising. And those doing the referring are making a public statement about your value, something that makes them more loyal to you.

Up to 45% of service companies main source of new clients are referrals.

But most companies do not have a system in place to generate more of the right kind of referred prospects.

Remember a system can be switched on and off light a light switch. It's not the same as word of mouth advertising, over which you have limited control.

Ask yourself;

Who are your most profitable legal clients?

Would they refer more clients like themselves to you?

Do you ask them to give you referrals?

Do you make it clear that everyone that you work for is part of your "Referral scheme" and that you expect referrals?

Do you reward those people that refer business to you? With a letter, a gift, a commission?

Do you offer those that refer the opportunity to be heroes to their best clients?

Imagine if you wanted your best client to refer you to his best client. How would you do this?

How about a voucher for £1997 of legal fees redeemable over the next 12 months?

Your client signs it, hands it over to his client and says. "These legal guys have been great for me. They have saved me about fifty grand this year – check them out if you want to, because they have given me this special cheque to give you and it's valid for the next 12 months."

Many people are shy about asking for referrals. But if you offer a great service, by not asking for referrals, you are actually denying other companies the chance to use that great service.

Remember most people want to share “secrets about this great solicitor I use” so you have nothing to fear by asking.

And if you make referrals part of an automatic client registration process, you have already broached the subject, which makes it easy to bring up again in the future.

Make sure you make it easy to get referrals for your legal firm.

If you are asking for them like this;

“Hey John, is there anyone you know that we could do business for?”

And is the answer, “er.....let me have a think about it.....” Only to be followed by months of silence then don't be surprised.

The important thing when asking for referrals is to give people a frame of reference. You need to make the question more specific.

For example,

"John, you're a member of the Reading Rotary Club. Is there anyone there you've known for a few years that could benefit from my services? Maybe someone you sit with on the fundraising committee?"

This is more likely to elicit the names and numbers of specific individuals.

Current clients are not the only people that can refer business to you.

There are certain key influencers within your Legal Practice market.

Grade A influencers are those that are aligned directly with your market. Accountants, Business Advisers, Banks.

They can refer business directly to you as a complementary service.

You should ensure that you cultivate these people so that they refer business to you, even though they may not be a client of theirs.

One great way of doing this is to set yourself up as a legal expert.

How often have you said yourself,

“I haven't used so and so but I've heard they are very good.”

This is where your special reports, newsletters and media comments pay-off so make sure that key influencers are targeted with these communications.

People Buy From People They Trust So How Trustworthy Are You?

Trust. You probably still trust people you knew at University more than people you met last month.

So are you trustworthy? And how do you get people to trust you?

Instinct and perceptions by the prospective customer is key – and value perception plays a major role.

“Is this going to be someone that is valuable to me?” is the question going on in someone’s head. If the answer is yes, they will begin to believe in you, may grow to trust you and may become a client.

So how do you get to the YES inside a prospects brain?

Trust is built by evidence. Your interactions over time, your appearance, the way you communicate clearly, honestly and speedily.

Trust is earned day after day and it can take many years to build, and only a few seconds to destroy.

Who do you trust? Think why do I trust him? Truthful, long term relationship, reliable, consistent, giving, good listener, someone who gives without expecting reward?

You see trust is not a difficult concept. You automatically know what the qualities of someone you can trust are. But here’s a reminder.....

Tell the truth. Would you lie to your children? Don’t lie to anyone

Keep promises. Deliver what you say you will.

Communicate clearly and efficiently - People think you don’t care if you don’t communicate

TLC Think Like a Client - Help others with what they want, even if it has nothing to do with work!

Punctuality - Respect other people’s time and they will respect yours. It proves your reliability

Be friendly - A smile is worth a thousand words. And it costs nothing

Belief - Believe in what you do and be sincere. If you love your job you’ll shine

Say Thank You - Genuine thanks, a card, a book or a simple thank you for using you will build a relationship and get you referrals and testimonials

Be consistent- Don’t be friendly one minute and unfriendly the next. Polite one day and rude the day after. Consistency is a key psychological factor everyone craves in life

Trust others - Trust other people. You can’t switch trust on and off like a TV.

In all personal relationships trust is THE key.

Does everything you do build TRUST?

Are You Prepared To Sell?

“It Wasn’t Raining When Noah Started Building The Ark.” Howard Ruff

We all know that the motto of the scouts is “Be Prepared!”

So if the value of being prepared is known by a millions of children, how come so many Lawyers who want to sell forget about it?

Let’s face it. Prospects don’t have the time, energy or inclination to tell you about their business, their problems and what solutions they are looking for. And don’t you know it!

You can’t walk in to a sales presentation, or pick up the phone and ask someone to tell you about their business because you are already showing that you are a time waster to them.

You probably feel the same way when people try and sell to you. “It was another sales person wasting my time” is something you might say as you slam down the phone.

If you are going to sell successfully then you need to do quality research on your prospects. Being unprepared is being unprofessional. Just ask Andy Murray, he said that being unprepared was why he did not win an Olympic Tennis Gold, despite having the huge talent and opportunity to do so.

When you can find out so much information about a company and a prospect you are going to be targeting, there are no excuses.

Sure, you may need to ask a few specific questions when you do meet or call, but make sure you have the basic knowledge to ask GOOD OR GREAT QUESTIONS!

By being prepared it’s not enough to know what a company sells and their phone number. You need to check a company’s website, read it, (at home if necessary), make notes of relevant things you can ask about and identify why you are the solution to their problem. And a company website is not the only place you have that can give you the edge.

Here are some tips about places you can find information that will give you the understanding you need to be professionally prepared.

The Internet. The company will usually have a website. But why not enter the company name and see what pops up from Google? All sorts of information may crop up, some of it irrelevant but some of it will be gold dust. And how about the person you are meeting. Are they on LinkedIn, Ecademy, MySpace or other social/networking sites?

1. Can you find out if they have children, what sports team they follow, where they worked before? Remember the handy acronym – F.O.R.M which stands for Family, Occupation, Recreation and Money, (F.O.R.M.) Knowing something about these means you can build a rapport with the prospect. And if their name doesn’t crop up, that may tell you that they aren’t the decision maker you are looking for!

2. Their selling tools. Whether it's a brochure, PDF white paper, or advertisement, their company produced it, so you can be sure it represents what the company thinks, the way it positions itself, how it does business, what types of partners it has. These are all good clues.
3. Their partners or distributors. It can be enlightening when you hear what these say about the company. They may tell you if they pay on time, whether there a pain to deal with, and any other problems which might be opportunities for you.
4. Their rivals. Rivals can often tell you what the company you are targeting are like in negotiations and how they sell. They can be happy to dish the dirt and let you know weaknesses you can exploit or plug!
5. Their customers. Customers are happy to talk. They offer the ultimate litmus test on what a company is really like on quality and delivery of goods and services.
6. Check with your network. There may be someone in your network that can tell you a golden nugget of information that can be invaluable in securing a sale.
7. Other departments. Do they have a Public relations department who will tell you more or the marketing department?
8. How about their sales department. Salespeople love to talk. In fact they love to talk more than they love to sell usually! Get them talking and you'll find out a whole load.
9. Google yourself. If you are doing it, your rivals and your prospects are too! Make sure you have a brand online that fits what you need to be to succeed.
10. Ensure you get what you need from the meeting. If you have done the preparation you don't want to walk away without accomplishing your objectives. So make sure you are focussed on getting to where you want to be. Write the objectives down so you ensure you are crystal clear.

Preparation does take time. But it only takes the same amount of time as most salespeople spend on getting their presentation ready about their own company.

That's what everyone does. And if you do what everyone does then that is what is really risky – not standing out from the crowd.

In the process of preparing you will have spoken to a large number of people in the business and will have learned a lot more than your rivals - another great bonus that will help you in the future.

Finally, your prospect will be impressed if you prepare. You'll stand head and shoulders above other sales people, leaving a lasting impression of someone that is serious and good to do business with, whether immediately or in the future. And that's a result.

Presentations Made Easy

Lawyers are no different to anybody else when it come to presenting.

Most people would rather die than speak in public!

But every person in business has to present at some time or another.

If you're selling a legal service you have to do it every day. If you're the Partner, you're doing all the time both internally and externally.

Many people get nervous about presenting and speaking in front of an audience.

But being a good presenter, and even more importantly being a good performer is an absolute must if ***you want to maximise your legal business.***

This is because speaking to large groups of people means large groups of potential clients.

If you speak to an audience of 100 Lions Club members, that's 100 new clients you are pitching to and it might only take you an hour to make that pitch.

Imagine if you found a new group to give a presentation to every month instead of watching 12 hours of rubbish TV?

That's 1200 potential clients a year for your Legal Practice and you probably get fed for free! Plus it hasn't cost you a penny to market your business.

This is an opportunity that it's worth practising for.

Just make sure that you know the subject you are presenting better than anyone else in the room. Stick to what you're an expert on, (your own Legal business) and don't make it a blatant sell.

Tell the story of your business or your industry. Make it humorous, make it personal.

Remember, ever since you were a kid, you've been listening to stories.

Here are some tips that you can use to make your performances more powerful and more persuasive.

1. Remember that you become what you think. So if you think failure and fear, there's a pretty good chance that that's going to happen. There's no need to be nervous if you know your stuff inside out and you know it better than the audience. If you are nervous, practise, practise and practise again. In front of the mirror, family, friends, anyone who can give you feedback. Record it and listen to it.
2. People buy from people they like. When did you hear someone say, "he was a complete ars***** but his stuff was really good so we went ahead and placed the order." It doesn't happen that way. If they like you then you have a good chance of selling.
3. Get introduced to the group. What someone says about you is more valuable than what you say yourself, (even if you tell them what to say about you! That's why footballers and actors have agents!)

Make sure you get the introduction you want. Make it authoritative, short and to the point. Make sure it sets you up the way you want.

4. Perform - don't just present. We're used to watching multimillion pound blockbusters from Hollywood. You may not be Brad Pitt or Harrison Ford, but that's no reason not to use music, lights and action. People have five senses, (and some have a sixth!) so don't be afraid to use them. You'll be remembered.
5. People learn at stage school how to stand up straight. Sounds ridiculous? Take a look at yourself on video. Stand up as though the stage is yours and yours alone. Remember you are the centre of attention.
6. Get the audience smiling and establish rapport. You can do this before the presentation performance. You've got time before it to meet and greet and look people in the eye. If you make a good impression then, that's a great start.
7. When you speak don't start by thanking people for coming or saying Hello. It opens you up to a weak reply from a less than willing audience. Start your presentation "in the middle" instead. Engage the audience immediately and keep them hooked. A powerful question such as, "Did you know only one other company in your field knows the six million pound secret I am about to reveal to you right here?"
8. Know your stuff inside out. Use single word notes if you have to but don't read things out from a slide! It's got to be natural.
9. People judge books by their covers. Lawyers should dress smart, right and for the occasion.
10. Ask great questions that no-one else asks. Get the audience involved mentally. Get them thinking. And allow time for them to think.
11. Do not bumble along repeating "you know" or endless ums, ahs, and don't fiddle with pens or pockets. You want flow. You don't see Luke Skywalker jangling his light sabre too often – that's part of the reason he has the force.
12. You're aiming to be clear with your message. Use the right tone, make eye contact, imagine you are on stage and the audience have paid a lot of money to see you. That will make sure you keep engaging them by giving them what they want.
13. Use props if they are appropriate and then illustrate the point you are making. Teachers use them in class and that's what you are doing. Teaching someone how they can use your Legal Practice to be more successful.
14. Use slides to back up what you are saying not to replace how you say it. If the computer fails then you need to know your stuff without slides anyway. The slides need the basic points as reminders to the audience of what you are saying. More than this and they'll divert attention away from your message.
15. Create a call to action and a sense of urgency. If there's no reason to do it NOW the humans are pre-programmed not to bother.
16. Attention spans are shorter than ever. Most magazines are little more than pictures with a caption nowadays. So keep to the point, make sure you say what you intended to say, (including asking for the business) and be brief.

17. Thank everyone at the end and then let them ask any questions then. (If they ask when you are presenting, you lose control). If they don't have any questions then let them get into groups and tell them to talk among themselves to come up with some written questions.
18. Even if you made a balls up, if you had a good story and did it with style then you're in with a chance. You'll have been ten times better than anyone else.
19. Video your presentation or record it. That way you'll know why you had a balls up and it won't happen again!

How Solicitors Can Close Every Deal Successfully

Many Lawyers are brilliant communicators, great conversationalists and can spin a yarn or two. But they cannot sell as well as Yellow Pages sales reps.

And the reason they cannot sell is because they don't know how to ask for the order.

So for those Lawyers who need some simple ways to phrase the "asking for the order question" here are some proven closing statements.

1 Ask "What's the risk of working with us?"

This question allows any real objections to aired. It's often the case that no real objections come to mind for the prospect which means you can say, "So Mr Smith, when would you like to start not risking?"

2 Ask for an indirect commitment.

"When is it you would like to get your new X launched by?"

3 Ask – what's preventing it? "What are the obstacles in the way that prevent you working with us?"

If there is a reason that comes up, reply, "Is that the only reason, in other words, Mr Smith, if it wasn't for that we could move on?" (You then find the solution to the only problem).

4 Ask creatively – "National Get Off The Fence" Week?

Get some plastic fences and people from the pound shop. Wire the person to the fence and send a letter with it to the prospect asking them to help reduce their future problems by getting off the fence and engaging you. (This does not work unless you really know the person well and they have the personality to accept this joke - you can think out of the box though to use props to put your point across).

Or "My Grandma Always used to say make one good decision every day" "

Grandma always said I should make at least one decision a day. How about making the decision to work with us your decision for the day" (It's easy to design a card with a picture of a Grandma on it!)

5 Create an offer that is so good that you can end the sentence by saying "Fair Enough?"

For example, "Mr Smith, I'll prepare you a report free of charge giving you an outline solution to your problem that you are going to want. If you don't like what you read, just return it to me and you won't pay a penny, FAIR ENOUGH?"

6 Ask with humour "Mr Smith, I finally figured out what it will take to get your business, - all you have to do is say YES!

"When would you like to do that?"

7 Record the results you get to improve your closing ratio.

When you try them out, record the results, refine your statement and share with colleagues.

You will then be on your way to creating the "closing statement sales system" your Practice probably doesn't have.

How To Create A Marketing Video That Sells Your Firm Like A Hollywood Director

The most successful Videos that sell are generally 2-3 minutes long.

They should be direct response videos - meaning they are designed to get a specific action from the viewer.

The video should be divided up into 3 acts. (Remember 3 is a magic number).

Each act has 3 sub actions.

Act One

is aimed at getting the prospects attention by pressing on the two buttons of pain and pleasure. Call out the problem that they are having that we are going to solve e.g.

Step 1 – "you're not protecting your family if you die"

That's the pain

Step 2 - introduce the solution “well I have good news for you a Will will protect your family”

I.e. take away the pain and give them solution

People buy solutions. You have to give them the solutions. Your service sorts out their problems.

Step 3 – introduce the example – showing the product or service in action and demonstrating results in advance i.e. testimonials, authority expert or someone that has got peace of mind.

Or you can show them a demonstration.

Act Two

Education is what this Act is about. This is your chance to educate the customer. Where the customer crosses the implicit decision trigger. Where they decide that something is good for them. Part of this is that you have to say to them convincingly,

“I have this solution”

Step 1 – applying the solution to their problem – show it in action so that you can create an ownership experience . You show what is it like to have the service done for you.

Step 2 - you describe pleasing pictures in your prospect's mind so that they say mentally

“I can see myself with this.”

Step 3 - you have to educate about them why it will really work. Take the features and tie it in to the ownership experience.

The customer is now sitting there listening and watching and they need to have to be able to tell someone else why they are the buying. This is the “Look Honey, test.”

It's the logical justification of the emotional purchase.

Act Three

Step 1 - This is where you show the answer to the question, “What is the result?”

We talk about outcomes by juxtaposing the outcomes with proof. Get it on video. Show it in natural habitat.

Step 2 – What is the benefit?

You have to sum up what the experience is for the viewer. If you do this like other people you are going to get this result - so just do it.

Step 3 - This is the close. Tell people what to do – click here, email now, phone now, download the report. Sell it.

So here's an example of a script you can build a video around.

Act One

- 1 If you die without a Will, your family still gets the money right? WRONG
- 2 I've got good news for you though. Because getting a Will is easily arranged.
- 3 Just listen to what Boyd Butler said about our E-Z Will sessions (testimonial)

Act Two

- 1 When your family know that if something happens to you they are taken care of it's a major relief.
- 2 Getting your Will arranged means another key piece of the jigsaw of life is sorted. After all, you are the head of the family and you're the one that is in control right?
- 3 The E-Z Will solution we provide you with means that your Will is guaranteed to track the changes to your life and family because you can add a child to your Will free of charge. You'll have enough to spend money on when the little ones come along! Just 20 minutes will be all it takes!

Act Three

- 1 All you have to do to get everything sorted out is call us today just like 417 other clients who have done this in the last 27 weeks and now sleep more easily.
- 2 There's a special number for our E-Z Wills – it's 0844 502 1631
- 3 Do it today, because it's another thing that you can tick off that list of must do things.

The great benefits of this format are that you only have to think of nine things to say and you have a powerful video.

Solicitors Can Get Hundreds Of New Clients From Google And Other Search Engines.

Which is why you must ask at every opportunity;

"Why is our website not on the first page of the Google results for solicitors or lawyers in my town."

There are simple reasons why you are failing to capitalise on hungry customers who want what you have. And if you have put your website in the hands of your IT manager, you'll probably want to ask him what he has done about the following:

Have we optimised the on-page website elements such as;

Easy to read website for the Google Bot to scan

Keywords in our main page titles
Header tags
Keywords at the beginning and end of your pages
Including keywords in the copyright section of your pages
Bolding and italicizing your key words

And more importantly have we optimised off page elements such as ;

[links](#) pointing to the website
Links not including keywords in them
Failure to get links from lots of sites with different IP addresses

Very importantly you must get yourself listed on Google Local.

Google Local Is A Killer Tool To Get More People To Buy From You

Did you know you can get free listings in the Google search results and in Google Maps (Maps.Google.com)?

Recently, there has been a lot more attention paid to local search.

MSN's launch of their new search engine Bing uses its local search features as one of its main selling points. Google has recently introduced analytics to their local listings for business owners. So, you can see exactly how much traffic you're receiving.

An article about the release of this analytics data can be found at:

- <http://searchengineland.com/google-local-business-center-adds-detailed-analytics-20323>

You may have ignored local search in the past, but it's becoming much more important today.

The process of optimizing your Google local listing shown in the search results and on Google maps is fairly easy.

The first step is to sign-up for a free account over at: <http://www.google.com/local/add>

You then have two choices:

Upload a data file is for when you have numerous locations.

If you just have one or a couple locations, hit "Add new business."

You can then fill-in your business information. When creating your listing, you want to be as complete as possible. Even if certain information like business hours is not relevant to you as a service business, it's important to put it down anyway. Google wants to show complete listings.

In this first section, take care when filling in your description. **Offer compelling reasons to click-thru on to your website or get readers interested in learning more about you.**

Don't just offer a generic description, such as "Solicitors". Emphasise what's unique about your service and an offer.

After you hit "next," you're can select categories. Input as many categories that fit your service, up to five. The categories you select help to tell Google when to show your listing.

You also have the opportunity to upload pictures or videos from YouTube. Try to do both. If you don't have a picture of your location, then you might upload a picture of you.

For videos, head over to YouTube and you can select videos. A great idea is to create a "Tour video" of your business using a digital camcorder, upload it to YouTube, and then input it into your local listing.

After you've submitted your first listing, you then verify your listing. Google will call you with your verification code.

You then are logged-in to the local business center where you can add more details to your listing or add another location of your business. After a while, you then get stats about how your listing is performing.

Just click on "Edit" to add more details to your listing:

Plus, there's one more feature Google offers and that's to create coupons:

You might offer a discount on a service to bring the customer in the door. For instance, your discount might be, "£47off a Will" or "Free estate planning review."

You can take advantage of your listings the best way by using it to set-up customer expectations before they even get to your website or talk with you. You're pre-selling them

on your business. This makes getting the sale much easier when you finally do personally interact.

In addition, you can also add your business to MSN

here: <https://ssl.bing.com/listings/BusinessSearch.aspx> and Yahoo here:

<http://listings.local.yahoo.com/>

Make sure your website manager has done this by his next quarterly report. Or even better teach yourself to do it. You can do it in less time than it takes to watch some rubbish TV. Remember...Goals without a deadline remain a dream. Do it by next Wednesday.

Speed That Your Website Loads May Be An Issue In 2010.

Google's Matt Cutts says speed may soon be a ranking factor.

"Historically, we haven't had to use it in our search rankings, but a lot of people within Google think that the web should be fast," says Cutts. "It should be a good experience, and so it's sort of fair to say that if you're a fast site, maybe you should get a little bit of a bonus. If you really have an awfully slow site, then maybe users don't want that as much."

Find a mentor, hire a coach or build a mastermind group. You want to make sure that you are getting more than one perspective on things. And a quality mastermind group means that you can have as many brains as people that are involved.

Swipe and Deploy systems that successful people use.

Identify solicitors or others whose business development methods you respect, are successful and profitable. For example if you want tips on [how to sell seek out advice](#). Swipe and deploy what they do. (Whilst improving on their strategies).

It's not all about work. Your most important asset is you. Regularly review your physical, mental, social and spiritual well being. A healthy, fit and happy solicitor is a good one.

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Draw up personal plan. [Focus on your goal](#), (even if it is just one) and then develop a formal plan to get there. Writing will give you a real chance of making it happen. Please DO NOT DRIFT. (Unless you enjoy not knowing where you'll end up.)

Potential clients need to see you as an expert. You may know you are good but make sure others know as well. Be visible. Make reputation-building activity part of your day. Give speeches and publish articles on timely issues in your area of expertise. If you get nervous, practise your speeches and go on a good public-speaking course. [You can do this in a video on your website too.](#)

Create a memorable personal intro. Whether you are networking, bumping in to someone or at a party, you need to know how to summarise what you do. My advert is “I help businesses find, get, keep and grow customers.”

Don't rely solely on the marketing department. They probably won't be there in 2 years.

Think long-term. Getting a client on board could take six minutes or six years. Make sure you automate this process as much as you can so you don't forget them just when they are ready to buy. You'll have a steady stream of clients coming on board.

You never fail. Say instead, “It didn't work.” That way you are not making it personal and you can study why it didn't work. Everything that didn't work gets you closer to what does.

Position yourself as an expert. Companies that call you after reading about you in the media are pre-sold. Take local editors to lunch. Invite them to your office. And find out how they select stories and who covers the area you're interested in. Become a valuable resource by providing quotable quotes.

Treat everyone with respect. And be honest. That way you never have to remember a lie. And people will always remember you. There's so little respect around you'll stand out like a beacon.

Make marketing everyone's job.

Make sure everyone has a personal advertisement of how they can help your prospects. My personal advert is;

"I help companies find, get, keep and grow clients."

Twitter ideas and tips to staff internally. Make sure everyone is coached in how to market your firm. You win together, you lose together.

Focus on your existing clients. Ensure you have upsells, downsells, testimonials and referral strategies.

Prioritise profitable clients and the acquisition of more like them.

Meet before you propose, (I'm not talking about marriage here).

If you don't you are usually guessing. And if you do you'll show you mean business and get a much better proposal in front of the buyer. If in doubt, discuss the work, ask your buyer to take notes and then sign the bottom of the notes as your proposal.

Two ears one mouth.

Ask the right questions and listen to the answers. No, I mean truly listen. As though you were going to be tested and your son or daughter's future depended on your listening skills.

Make sure you tell them everything you do. Too often you take it for granted that what you do is just what everyone else does anyway. Not true. Make a list of all the things that are part of your service. And lay it out so it looks like the "lots" it is.

Find out why you won or lost. Make sure you record it. And look at it every time you make a pitch or a call. If you don't learn from your experience across the firm what's the point in paying for experience?

Make 100 Improvements to Your Firm And People Will Notice.

There is a Japanese saying that if you don't see someone for 3 days you should look for the differences when you first see him again.

This based on a Japanese philosophy which is called Kaizen.

It is about making small changes over a period of time that improve a product, no matter how small the changes might be. Over time these small changes add up to make a significant difference.

- **How can you make improvements in your practice?**
- **Who is it that is going to suggest the differences**
- **Will they make a positive difference?**

The best people to ask first are your own staff. Because if they think of them, it is relatively certain that they will implement these changes.

It is not unusual for staff to think of 100 improvements in a business fairly easily.

When was the last time you made 100 improvements in what you do?

For example,

- Do you have your legal qualifications on the wall in your reception?
- Do you pay for the car park charges your clients incur in visiting you?
- Do you offer an online service for private clients to update their will?
- Do you offer information telephone lines?
- Do you have free simple law books that prospects can request?
- Do you publicise your charity/community work?

If you implement 10 improvements a month then 120 a year will soon see you standing head and shoulders above the rest.

Top sportsmen are constantly looking for the edge even if it is just a 1% improvement. Are you a Tiger Woods or a Colin Montgomerie?

Small improvements can bring about "excellence" over time.

And don't worry about making the changes perfect.
This is not what excellence is about.

Action is more important than perfection. If you wait until you are perfect to do anything then you are going to be inactive for a very long time.

All you have to do is be your own consultant. So open your eyes up to some fresh thinking.

Take a walk around the reception area.

Do you have a display with [testimonials?](#)

Does your receptionist deal with calls in a great manner?

Do your toilets look clean?

Can people find your building easily?

[Do you ask every client for a referral?](#)

Does your staff all know who is where today?

Are you cross selling?

Are you upselling?

Are you measuring your marketing?

The list goes on and on. The point is this. The more ideas you generate the more you are

going to improve. But most legal firms do not strive to become excellent. And if you don't strive to be excellent then someone else will catch you up and take over. And as excellence does not cost more money, why wouldn't you strive for it.

Unless of course, you have an excuse or two?

Top Tip - Get your significant other half to visit your offices with a notebook and see what they come up with. I'd love to see the list they come up with!

Become a Legal Marketing Expert in 12 months

Big Television and Small Library – That's Not You Is It?

The only difference between you today and you in six months is the people you meet and the things you read.

By the time our children leave school most of the things they have studied will be out of date.

If you want to stay ahead you must study, not just in your niche, but outside it too.

And it's not just Law books or journals you should read. You're probably fed up with reading about law all the time.

1 What is studying for?

Studying will keep you ahead of the game.

The world is changing so rapidly that much of your existing knowledge will be outdated by this time next year – unless you do something about it.

Studying enables you to model your business and activities on the top performers in the world. Studying keeps you fresh.

2 Why do you need to do it?

It's a fact that 93% of people do not systematically continue to study once they leave university. Therefore if you do, you'll be in the top percentage.

You will have a constant source of new ideas. You will become a fountain of knowledge. This makes you a respected source of advice and valuable information.

People will gravitate towards you and ask you questions.

Questions = Answers = Solutions = Sales.

3 How do you find the time?

Let me ask you. How much time do you devote to television compared to study every week? Does watching TV make you money? Take one hour a day over a year to study and by the

end of 12 months you'll be an expert.

Time management is vital. Make sure you are ruthless with timewasters. Don't forget you can get recorded books on CD's that makes driving time in your car a university too.

4 How you must record your new knowledge

When you are reading highlight things which are important ideas you want to come back to. Put these ideas into a notebook with comments about how it can be adapted to your business life.

5 Good resources

What you want are respected, quality sources.

Build up your own library of classic books. It's easy to do and buying second hand books via Amazon is inexpensive. (Why buy new!)

Ask people that you respect if they have read any good books lately. You'll find that those who do read will be able to recommend something to you. Those that don't might want to know about your favourite books.

When someone says that you are a "genius" because of all the books you read, then you'll understand the power of reading. After all, no-one is going to say you are a "genius" because of all the TV you watch!

Start with The Hundred Best Business Books of All Time - a great compendium that will give you a taste of books you might want to study more deeply.

Model your actions and thoughts on the best in business.

Your trade journals and websites can be useful but choose remember to choose the best.

Create your own Master Mind group. Share [questions and answers](#) with them.

Study Robert Cialdini's Influence book which will help in with your persuasive skills.

Observe how children get what they want from persistence and being liked!

Inspiration is everywhere. Open your eyes and ears.

6 Become an author

When you are reading books by experts you will see areas where you can apply their ideas. Write down these applications.

Pretty soon you will be an expert with your own expert book note book. And people want to do business with experts. Especially if you publish it - it only costs a couple of pounds to publish a book - check out lulu.com!

7 Everything counts in large amounts

Take one idea each week to improve what you do. It may only be small, but cumulatively it will improve things exponentially. Put the ideas up on a board as your Brainstorm of the Week. Email it around to colleagues. Pretty soon everyone will miss it if you don't do it.

8 Commit to personal development

Read these books, just 15 minutes each day, and you'll be on your way to developing a positive attitude for life.

How to Win Friends and Influence People - Dale Carnegie

Think and Grow Rich - Napoleon Hill

The Secret - Earl Nightingale

And finally, have a definite, measurable goal that you work towards every day.

Think Like a Genius with This Simple New Idea Generating System

In hindsight every great idea seems obvious.

Everything new is based on what has gone before.

The Big Bertha golf driver was invented to make golf easier, the Sony Walkman because people were walking around with heavy ghetto blasters and You Tube was invented to put personal videos online for friends to share.

How do you come up with great and simple ideas like this for your practice?

It helps if you have a system forcing you to look at your business from a different perspective.

One of the most successful systems for coming up with ideas is something called S.C.A.M.P.E.R.

The system is explained in the book Thinkertoy, by Michael Michalko, as a way of asking questions of an existing product or service *which can lead to a breakthrough new product.*

S.C.A.M.P.E.R. is an mnemonic (a technique to remember something)

S = substitute something

C = combine it with something else

A = adapt something to it

M = magnify or modify it

P = put it to some other use

E=eliminate something

R = reverse or rearrange it

The method for using S.C.A.M.P.E.R is

Isolate the challenge or problem you want to solve and use SCAMPER questions at each step to see what new ideas emerge.

Consider the challenge; "In what way could I get more people to arrange Wills?"

Look systematically at the following 8 ways of generating a solution;

1. What procedure could I substitute for my current one of seeking clients?
2. How can I combine it with other procedures?
3. What can I adapt from other lawyers or other business methods?
4. How can I modify the way I do the procedure?
5. What can I magnify or add to the procedure?
6. What can I eliminate from the way I fulfil them?
7. What is the reverse of the procedure?
8. What rearrangement or procedures might be better?

What will you come up with?

The key is to generate ideas quickly. (Spend too long and things get complicated).

Be open minded.

Don't label them good or bad ideas at first but do ensure that like Walt Disney, you have a dreamer, realist and critic as part of the group to evaluate the ideas.

Here are a few that I came up with in a couple of minutes.

1 Stop advertising. Substitute partnerships with media owners to offer Wills to readers of newspapers and pay a commission per Will? E.G The Sunday Times Wills Service

3 Automate follow up to reviewing Wills by having a marketing sequence that sends out a message once a year requesting a "Roadmap for Tomorrow" update

4 Offer Wills online, with clients filling in standard documents which are then reviewed by a lawyer for a fixed fee

7 Change the procedure for Wills and use a one-off payment which is sold as a Will for Life

service

You are guaranteed to have more ideas than you can or want to implement.

Discover Hours of Extra Time When You Can Do What You Want To Do

Time is one of the obstacles that stops you from creating the practice you want.

You have to be ruthless in getting more time for the things you want to do.

Of course you ideally don't want to be paid for hours worked. You want to be paid by results.

But this is a way for you to illustrate to yourself the value of your time and to demonstrate it to those Time Vampires that demand "just five minutes" from you.

If you are a Partner you need the time to work on and not always in your business.
(Otherwise what you have is a job and not a Partnership).

And the way you get ruthless with your time is figuring out what it is worth.

If you don't know its value, how can anyone else?

So how do you measure what your time is worth?

The easy way to do this is as follows; calculate your base earnings or profit target for the year.

- Let's say you want to earn £100,000.
- Divide this by the number of hours worked in a year (on average this is 220 days x 8 hours) = 1760 hours.
- Your base hourly rate therefore is £56.81 per hour.
- Now multiply this by 3. Because on average you are only really productive 1/3 of your day.
- That makes a productive hourly rate of £170.45 or £2.84 a minute.
- (If it's £300,000 you want to earn then it's £511.35 an hour or £8.52 a minute!)

Pin this figure up over your desk, your door and your computer.

Now you know what your time is worth – what does it mean to you and to others?

You must get people to respect the value of your time.

You also have to make sure that you only do things which are worth it .

You can use this hourly figure to work out whether something is worth doing. If it's not— don't do it.

3 Ways to use this calculation to save time.

Other people will abuse your time but only if you let them.

Fewer interruptions mean better productivity so lose the time vampire at suck at your time.

- People who always seem to just need a minute of your time – several times a week. (Ask them to write down all their questions and see you on Friday at 5pm for 10 minutes to go through them all). Remember 10 minutes is £28.40 of your time.
- People who insist on having meetings. Can you send a memo, hold a conference call, or send a group email? If you must have one, hold it at the end of the day, don't serve tea and send out an agenda in advance with an objective. Make sure you have an exit strategy. An hour meeting is going to cost £170.40 of your time.
- Molehills not mountains. Trivial matters will put you off your important tasks. So ask interrupters if it's ultra important or extremely important - because that's all you are dealing with today.
- Open Door policy. Guess what. It's an open invitation to interrupt you. Don't have one. It may be trendy but it's a time killer. Save £56.80 every day.
- Phone/Fax/Email – these are your tools. Answer when it's convenient for you. Telephone tag costs you £28.40 every day.
- Be punctual and expect it too. If someone is late and you are off site, make sure you have work to do with you.
- Get organised. Plan your schedule. Make lists. Minimise unplanned activity.
- Successful people are goal oriented. Connect everything you do to achieving your goals.

Block yourself "Golden Time" when you are NEVER interrupted for those absolutely critical and highly productive tasks.

And take this tip on board. Most lawyers would love to continue learning on a daily basis once they have left Law School. But may not get the time.

But if you are a lawyer and you spend hours in the car over the course of a year put it to good use.

It's one of the most unproductive times most people have. And yet, if you can study any subject for one hour a day, that's enough to turn you into an expert in almost any area of life.

Invest in some CD's on the subjects you need to improve on.

You can turn your car, train, or any journey into a classroom event. And here endeth this lesson.

How You Must Embrace Video To Sell Your Legal Expertise

Field Seymour Parkes is a law firm in Reading.

A few months ago they were nowhere on Google. Now they are third in the organic listings of Google (non-paid) for "solicitors in Reading". How did they do it? They simply followed a few things I asked them to do and did it themselves.

Zero cost. Huge result.

[Facts Tell, Stories Sell - So Sell Your Story With Video And Get Big Rewards](#)

And they also started using video to train their own staff which is a really cool way to package up your knowledge and pass it on. Remember, learning is the socialisation of knowledge.

[How Clients Are Now Using Video To Train Their Own Staff](#)

A lesson in how powerful building value can get you more money for your services. If you want to see how to make a huge increase in profits from the way you can package something then you might get this.

[How Powerful Words Can Build Value To What You Do - The BMX Example](#)

Here is the [Video on How To Boost Your Email Marketing And How To Increase Your Profits Exponentially Through Marketing Sequences](#)

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