

Marketing Mistakes to AVOID Now!

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • September 9, 2010 • [Printer-friendly](#)

Recognize What You're Doing Wrong and Get Your Marketing Back on Track!



No one marketing campaign is without flaws. It takes a multi-faceted approach and, generally, a number of different tries to get it right.

But what if you're *not* getting it right - ever?

Unsuccessful marketing will not only damage your reputation, it can put a serious dent in your revenues.

It's time to take a close look at what you may be doing wrong!

Here are seven **common marketing mistakes** lawyers make - and how to fix them.

1. It's all about YOU.

Traditionally, lawyers will describe their practices on their Websites and in printed marketing materials. They promote their organization, their staff, and their approach to their field of legal practice.

Don't do this!

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

817/992-6711
newman@toplawyercoach.com



Potential clients are more interested in what lawyers can do for *them*, that is, your *VALUE PROPOSITION*. Take the time to describe the work you've done for clients - or the kind of work you would like to tackle in the future.

2. Representative clients are never mentioned.

Many partners still balk at the thought of revealing whom they work for, saying it is "exploitative." But, **whom you represent is one of the first things potential clients want to know!** Your clientele reveals who you run with and answers potential clients' questions about what kind of business you handle.

Keep in mind, though, that some of your clients will NOT want their names mentioned, so be sure to ask their permission first.

3. Failure to list success stories.

Keeping your firm's record hidden really undermines the point of marketing. **Success stories should be prominently displayed** in every piece of marketing material you create.

If your record is not thoroughly documented, take a moment and write down your firm's accomplishments. If there are simply too many to count, look up the firm's public cases using Westlaw or LexisNexis.

4. What marketing plan?

All too often lawyer firms do not have a set marketing plan. The strategy exists in the minds of the managing partners, but absolutely nothing is written down.

Having a **written plan** has the benefit of being read by other lawyers in the firm, so that they can coordinate their individual marketing activities in an organized way.

5. Your marketing is impersonal.

Sure you can buy splashy TV ads, put up a Website, mail out newsletters, and write articles - but if there isn't any personal interaction involved then your efforts will be wasted. **Impersonal marketing gets very little results.**

Show a little personality in your marketing materials, and be sure to try to connect with prospects on social networking sites like Facebook, Twitter, and LinkedIn.

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

817/992-6711
newman@toplawyercoach.com



6. You have no faith in your Website.

If you think Websites don't bring in new business - think again. **The majority of people begin their search for legal services on the Internet.**

Think about it. Your Website is accessible online 24/7/365 and is usually the first contact a client has with the firm.

When creating or updating your firm's Website, be sure to include your industry experience, a list of representative clients, and a collection of success stories.

7. No client feedback.

How would you know if your client is pleased with you and your firm without feedback?

You want to keep clients happy and - more importantly - keep their business! Implement a [client interview program](#) to capitalize on your client relationships and marketing investments.

No one said marketing is easy. But, there is no need to make it any harder on yourself on and your firm. Identify which marketing mistakes you may be making and fix them for the sake of your practice.

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

817/992-6711
newman@toplawyercoach.com

