

## 3 Ways to Seize MAGIC MARKETING Moments

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### *Learn to Recognize and Capitalize on BIG Marketing Opportunities*

Have you ever experienced a *real magic marketing moment*? A moment so perfect that you actually felt *comfortable* enlisting someone else's help with your marketing efforts?

Magic marketing moments are not as rare as you might think. In fact, they're pretty common.

Recognizing them, however, is another story.

Most lawyers are so busy with their day-to-day schedules that they wouldn't know a golden marketing moment if it hit them square in the face.

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Increase your **marketing effectiveness** by keeping your eyes open for these **magic marketing opportunities**.

### **1. You won a big case for a client.**

Every time you do an outstanding job - such as settling a case in your client's favor - you're on the brink of a huge marketing opportunity.

Because the client is delighted with your services, this is the perfect time to spring into action. Start **crossing-selling**! Introduce the client to other lawyers in the legal department and help the client understand what other services the firm can provide.

### **2. You've done someone a favor.**

Every time you do someone a favor, a golden marketing opportunity presents itself. Given their own gratitude, it is unlikely they'll turn down your requests for marketing help.

Don't be afraid to ask for what you want - even if it's a referral or just a simple introduction. The marketing possibilities are limitless!

### **3. Rejection.**

There will never be a better time to boost your marketing efforts than after you've been rejected by a client. Sure, not being hired may bruise your ego - but this is a chance to take advantage of a golden marketing opportunity.

Chances are, your prospective client feels slightly guilty for not hiring you. Why not help assuage that guilt by asking the prospective client to do you a favor, such as introducing he or she to one of your colleagues? Or, at the very least, get that client's feedback on why you weren't hired.

Magic marketing moments are all about **seeking support** for your own marketing efforts.

**Don't miss out on a golden opportunity!**

**Open your eyes and start marketing yourself - and the firm - more effectively!**

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