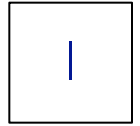


10 RULES of LEGAL MARKETING

by Matthew Homann
the [non]billable hour

10 RULES of LEGAL MARKETING



"My lawyer can beat up your lawyer" isn't a marketing strategy. "My lawyer will call me back before yours will" is.

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2

Google tells me there are 470,000 "Full Service Law Firms" out there. Which one was yours again?

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3

Unless the person who founded your firm 100 years ago is still alive and practicing law, he's completely irrelevant to every client who's thinking of hiring you.

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4

Market to a "want" not to a "need." By the time your clients realize they "need" you, it's often too late -- for them and for you.

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5

Your “keep great clients happy” budget should exceed your “try to get new clients” budget by at least 3:1.

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6

Thanksgiving cards say you're thankful for your clients' business. Christmas cards say you're just like everybody else.

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7

Having the scales of justice on your business card says you're a lawyer -- an old, stodgy, unimaginative, do-what-everyone-else-has-done-for-fifty-years lawyer. Same is true for your yellow pages ad.

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8

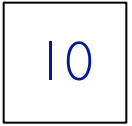
Speaking of yellow pages, don't abdicate your marketing strategy to their salespeople. They don't know marketing. They only know how to sell you a bigger ad each year.

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9

Your future clients have been living their entire lives online and will expect the same from you. If you're invisible on the web, you won't exist to them.

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The single best marketing strategy in the world is to find your best clients and ask them, "How do I get more clients like you?"

About Matthew Homann



[Matthew Homann](#) is the founder of LexThink and the author of the [non]billable hour blog. He writes, speaks and hosts retreats and conferences to help lawyers serve clients better and make more money.

These rules originally appeared on Matthew's blog, [the \[non\]billable hour](#).

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