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## How and Why You Should Become Your Market

### Outline

#### Overview

A result attorneys and should seek is that their faces, names or both should immediately come to mind when a certain subject comes up.

#### Strategies, Tactics and Tips to Help You Get Involved

##### A. Associations, Groups and Organizations

This applies to bar associations, professional groups such as Chambers of Commerce, industry specific groups, and pro bono organizations. Take advantage of the myriad of member benefits available to you.

1. At the very least, join at least two groups this year.
2. The next step is to volunteer your time and talents.
  - a. write for their newsletters and websites
  - b. get yourself on a committee
  - c. offer to speak at an event
3. Literally invest in your group. This means to become a sponsor.

##### B. Use the press to your advantage.

After fifteen years in the legal press, I can attest to the advantages of becoming close with beat reporters and editors in your practice area. Reporters and editors will never admit it but they truly value a consistent and reliable source, especially at 4:00 pm on the eve of a breaking story.

1. Once you get quoted more and more you can begin to use these articles as material for your own website, email newsletters, blogs and social media outlets.

##### C. Social Media

The future is now. If attorneys are not getting involved with social media as a tool to grow, they should know that their clients are. Furthermore, the generation that is coming out of law school these last few years use social media as regularly as we used to use rotary phones.

1. LinkedIn
  - a. Individual Profiles
  - b. Groups
  - c. Company Pages for Firms
  
2. Twitter
  - a. Tweet
  - b. Retweet
  
3. Facebook
  - a. Individual
  - b. Firms

Tip – if there are no groups you see that fit your niche, create your own. This applies to social media such as the LinkedIn groups I mentioned above and more traditional “brick & mortar” groups and associations.

#### Conclusion

Of course, nothing will trump providing excellent legal services. That being said, I know attorneys will see results and “become their markets” if they implement the above strategies and tactics.

#### Bio

Austin Holian has nearly 25 years of media and business development experience. Austin recently started Big Picture Business Development, focusing on helping attorneys, firms and legal service providers find the most effective and creative ways to get and remain in front of clients and prospects. Contact Austin at [Austin@bigpicturebusinessdevelopment.com](mailto:Austin@bigpicturebusinessdevelopment.com) and (925) 849 2429