

## Law Firm Marketing Tips: How to Generate New Clients Using Speaking and Seminars

Every law firm marketing plan should include speaking and seminars because they are one of the most powerful tools you have when it comes to marketing your law firm. I realize many of you don't like public speaking or even getting up in front of a group of people, but there are many forms of speaking other than just giving a public seminar.

Here's five different ways you can use speaking to generate more clients for your law firm:

- Give a public seminar or presentation
- Give a client only seminar in your office
- Give an after dinner presentation to a group of clients from one of your referral partners
- Give a presentation over a conference bridge line (teleseminar or webinar)
- Be part of a panel discussion with a banker, attorney, CPA or financial advisor

For those of you who have used speaking, seminars and presentations you recognize sometimes its great and the clients starting flowing in, but other it just feels like you bombed, like you just didn't connect. Let me give you some law firm marketing tips to get better results from your speaking and presenting efforts.

### Law Firm Marketing Tip 1: Always Speak to Decision Makers

The first important tip is to always speak to the right group. Make sure you get in front of the right group (people who can either refer you clients or who are highly likely to need, want and be able to afford your services) by asking about:

- What is the average attendance?
- What is your average attendee like? Their job title? Description? Age? Decision maker?
- What percent of your usual attendees are decision makers?
- What kinds of topics have had the best turnout?
- Who has recently spoken to your group and what did they speak about?

### Law Firm Marketing Tip 2: Educate Your Audience

The second tip when using speaking to market your law firm is to make the talk educational. Don't stand up there and spout legal jargon and legal theory or sections and codes because that's not what people want. They want practical, useful information.

So give them lots of practical, useful information that will help them. You may say, “Well, I don’t want to give away the store. I don’t want to give them so much information that they can do it themselves.” Please understand, if you could give them enough information where they could do it themselves, the people who actually would do it for themselves are not your clients.

You want to target the people who have the money to hire an attorney and don’t want to do it for themselves. You don’t want to hire tire kickers or “do it yourself-ers” because all they’re going to do is try to get your lowest price. I actually follow the opposite principle. I purposefully try to overwhelm my audience with practical, useful information when I give a seminar on law firm marketing. Why? Because I want them to walk out of the room with so many great ideas that they don’t know where to start so they will turn to me and hire my company to implement the law firm marketing plan for them.

You must recognize that not everyone in the every audience is in your target market and you need to qualify them as much as they qualify you! You to need to ensure that they need you, they want you and they can afford you. If you don’t want to attract “yellow page clients” then don’t charge yellow page prices.

### **Law Firm Marketing Tip 3: Get Attendees Contact Information**

Have a plan for obtaining the attendees’ contact information both before and after your presentation. You want to get it before so that you can get ready to follow up with them, but also after your presentation just in case somebody shows up at the door. If you can’t get the contact information from the conference organizer, do a giveaway for a prize and have them pass their business cards to the front or have them email you their contact information to get a free copy of the handout or PowerPoint slides.

### **Law Firm Marketing Tip 4: The Fortune is in the Follow-up**

The number one reason why lawyers don’t get results is because they don’t have a written follow up system. You must develop a follow up strategy before the talk. Let me give you an example. Let’s say your follow up strategy is a series of emails, phone calls and maybe a letter or postcard. Your follow up system would include 4 emails, 3 phone calls and 1 letter.

Email 1 would be sent within 24 hours post-seminar. It would be a thank you email with an offer for a free consultation, special report or audio CD. Phone Call 1 would be made by your staff and would be made within 24 hours post-seminar. The call would be to thank them for attending and make the same free offer that’s made in the email. Your letter would be sent out the next day (they should receive it within 3 days if they are

local) and the letter would repeat what you have written in the email. All of this would happen in the first 24 hours after the seminar. Some of you will question if that's too aggressive. It is not. It demonstrates a high level of professionalism and commitment to your attendees. We give dozens of law firm marketing seminars every year and this works.

Email 2 is sent 3 to 5 days after the event. Remind them about the seminar they attended and invite them to sign up for a consultation or your newsletter. Email 3 might offer a brief tip about the topic you spoke about: top 10 tips or recommended resources, etc. Every person should be followed up with at least three phone calls before you stop trying to reach them. Every attendee should receive at least 5-7 emails and 1-2 letters from your law firm.

If you use this kind of strategy what you'll find is a lot better results from your talk. Make sure you have a follow up system in place before the talk and make sure your have your staff doing most of the work. Your focus is on becoming a powerful Rainmaker for your law firm and bringing in new and better clients.