

Email Alerts: Use Personal Touch Not Email Blasts

By [Cordell Parvin](#) on February 11th, 2015

I still get email alerts from law firms, from consulting firms for law firms and from others. I think those alerts which are sent to thousands at the same time actually annoy potential clients rather than draw them to a firm or lawyer.



Seth Godin, the marketing guru, agrees. In an [interview](#) , he says:

Marketing is no longer about interrupting the masses with unanticipated spam: ads about average products for average people. Instead, marketing is about leading tribes – groups of people who want to go somewhere.

One of the lawyers I coach shared with me a story about an experiment one of her partners had conducted with an alert. Here is the story:

I decided to try something. I picked 40 clients that I thought might be impacted by the new I-9 forms. I drafted a general email text about the client alert. I took the general email text and personalized it in some way for each client so that it did not appear as a mass email blast. It took about 45 minutes to send out these emails.

The result:

Fifteen clients emailed to thank me and four specifically mentioned that they were unaware of the changes.

One client used return email to schedule a call regarding an unrelated matter that directly resulted in billable work.

In these tough economic times, we need to use all of our marketing resources.

Cordell M. Parvin built a national construction practice during his 35 years practicing law. At Jenkins & Gilchrist, Mr. Parvin was the Construction Law Practice Group Leader and was also responsible for the firm's attorney development practice. While there he taught client development and created a coaching program for junior partners. In 2005, Mr. Parvin left the firm and started Cordell Parvin LLC. He now works with lawyers and law firms on career development and planning and client development. He is the co-author of *Say Ciao to Chow Mein: Conquering Career Burnout* and other books for lawyers. To learn more visit his Web site, www.cordellparvin.com or contact him at cparvin@cordellparvin.com.