

Law Firm Marketing Strategy: How to find... and work with the best referral sources in town

If you do not have a collaborative relationship with complimentary professionals in your town or community, you are missing out on the best way I know of to reduce your marketing investment (of time and money) and increase your return substantially.

It's time for you to put together your own local marketing mastermind collaborative.

The key to making this work is choosing the right people for your collaborative.

As attorneys, we tend to get stuck in the traditional "referral networks" that consist of financial planners, CPA's and insurance salesmen. Consider looking for more unconventional professionals who may be more excited about outside the box opportunities to market.

Begin by thinking long and hard about WHO your ideal client is. For what group of people are you what I call "Best in Class?"

You may not be able to be THE best lawyer in the whole world, but you can certainly be the best for a specific class. Who are they?

Once you know that, you can brainstorm other professionals who market their services to that exact same demographic.

For example, my ideal client as an estate planning attorney was parents with small children in California's South Bay Area. So I talked to local fitness instructors that help moms get back in shape, daycares, pediatricians, the owner of a children's clothing boutique, etc. when setting up my mastermind collaborative.

Or maybe you're like my friend who is a criminal defense lawyer in New Jersey that specializes in DWI. For her, complimentary professionals would include bail bondsman, counselors and therapists that specialize in substance abuse and even insurance agents who work with high-risk drivers.

Now, the single most important thing about who is in your group is that at least one person must be grounded in the fundamentals of marketing, developing a campaign and carrying it out.

You can find out all the specifics of how to set up your own local marketing mastermind collaborative and make it pay off for you and all the other participants in your group quickly by downloading a free replay of a call I held on this subject. Simply visit <http://www.lawbusinessrevolution.com/coop> and request your free audio.