

TEN PICK-ME-UP MARKETING TIPS

By Barb Cotton

Are you experiencing a slow period in your practice? Or maybe you just want to prime the pump to ensure that the work keeps flowing in on a steady basis? Whatever the reason, I think that you will find the following tips helpful as a pick-me-up to your marketing efforts.

1. **Give your clients a call.**

An old standby method which works to great effect is to simply give your clients a call and touch base. How are they? What's new? A simple call will remind them that you are out there and that you care.

2. **Visit your clients at their place of business.**

Off the clock, make arrangements to stop by your client's place of business for a chat. Perhaps you can tour their facilities and catch up with their business concerns. This is a very effective way to show that you want to stay on top of their concerns and to show that you care.

3. **Thank your clients.**

When was the last time you said thank you to your clients for their business? Everyone likes to be appreciated-send them a handwritten letter or card expressing appreciation, or perhaps just pop them a postcard. Have they referred your legal services to someone else? Have they just given you a new assignment? Have they just written you a large cheque? These are all occasions for thanks.

4. **Treat your staff well.**

Your staff is on the front line with your clients, and they will reflect in the treatment of your clients how well they are treated by you. Make sure they have every reason to reflect what a terrific

boss you are. And why not give your office a call and see how your clients and prospective clients are being greeted?

5. **Become a fount of knowledge.**

Surely you have some nuggets of wisdom gathered that would really be of help to prospective clients. Perhaps you can create a list of "Frequently Asked Questions" or a tip sheet. When your prospective clients call share this knowledge with them for free-most of them will appreciate your sharing and come back for more as paying clients.

6. **Keep in touch.**

Out of sight is out of mind-make sure your clients have a reason to remember you. Do you have a newsletter that you can send out as a monthly reminder of your services? Or do you prefer a more informal approach and want to simply send out client alerts and other articles of interest? Whatever works for you is great-just do it often and consistently.

7. **Become an author.**

You know you have a lot to say-why not say it in a publication that will reach your clients? Is there a local newspaper that you can contribute an article to in your area of legal expertise? How about a trade magazine that your clients read? Double-up your efforts by mailing copies of your pearls of wisdom to your client base.

8. **Advertise selectively.**

Now that you have found out what local newspapers and trade magazines your clients and prospective clients are reading, why not place an advertisement in these targeted venues? It makes sense that this will be of more effect than a generic ad lost among the shouting of so many lawyers, such as in the Yellow Pages.

9. **Be quick to answer that phone call or email.**

We all know that not communicating effectively with clients can lead to complaints, or worse, but a quick response to a client or prospective client's phone call or email is also a very effective marketing technique. The ubiquitousness of email has resulted in clients expecting a response from us now-why not give it to them? If you can not respond quickly, have your voice mail and email monitored by your staff and have a trusted staff member respond, indicating that you are not available and when you will call or email. This will soothe the client and win you points.

9. **Send out holiday cards.**

Clients may get too many cards to notice yours out of the pack, but they may just notice that a holiday card was not sent. Why not send your card out early and be first out of the gate-that way it will be noticed that you went to the time, trouble and expense of wishing your clients well for the holidays. And where is it written that you can only send cards in December? Why not wish your clients well at Easter, Thanksgiving, on their birthdays, or on the anniversary of your relationship or at a significant milestone such as the 50th file together? Be creative-

10. **Give a speech.**

Speeches and presentations to your peers may be great for credential building, but why not try to speak at places your prospective clients are likely to be? Is their trade association looking for a speaker at the next gathering of their members? How about a speech at a service club, the local library, to a book or investment club, or to any small grouping of people likely interested in your area of expertise? And wouldn't your speech be great recycled into an article for their trade magazine or newsletter?

When your marketing needs a little pick-me-up, why not try out one of these ideas? And have fun with it-

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