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## Law Firm Marketing Tip: Delegation is Key to Financial Success for Lawyer

Law firm marketing is a struggle for most small law firms. I was recently working with three partners in a general law practice on the east coast. In creating their law firm marketing plan, I was explaining to them how delegation is the key to their financial success. Here's what I mean.

As an attorney in a small law firm or a solo practice you cannot and should not try to do all your law firm marketing by yourself. In any full blown legal marketing plan there are many moving parts, there is an expertise that must be applied to get the results you really want. There are five keys to delegating when it comes to marketing your law firm.

**Key 1. Delegation is a learned skill.** Attorneys must learn how to delegate certain parts of their law firm marketing plan, whether it's sending out letters, making follow up phone calls after a seminar, sending out your monthly newsletter, or building your website.

Your job as an attorney is not to send out letters or build your law firm's website. It is to do two things: bring in new clients (be a Rainmaker) and bill them for your services (make money). Everything else is ancillary and should be secondary.

**Key 2. Delegation is not abdication.** Delegating responsibility for a specific marketing project does not mean you completely abdicate responsibility. It doesn't mean you can't check in on their progress or hold them accountable for the results. I am not a proponent of abdicating responsibility for any major part of your law firm, especially one that makes you money like marketing.

**Key 3. Trust is developed and must be mutual.** In order to delegation your law firm's marketing plan you must have someone you can delegate to and you must trust that person. You may not have anyone at your practice whom you trust enough to give them the task of marketing your law firm. If not, then you have two choices, either find and hire someone or outsource your legal marketing to a law firm marketing consulting company that specializes in helping small law firms generate more referrals and find new clients fast.

However you decide to proceed you must realize that trust is something that is developed. It doesn't come all at once and it must be mutual. You must believe the person entrusted with marketing has your best interests at heart and is competent and they must believe you will support their decisions and will not try to undermine their authority to make progress.

**Key 4. Delegation is about control.** Ultimately when an attorney says they can't delegate marketing to someone else I know it's about one thing—control. They have a need to control. To create a seven figure law firm you must start to give up control. I have yet to meet a financially

successful law firm where the partners micromanage everything. They have hired people they trust, they have trained them well, and they have implemented written systems to run the major parts of their law firm.

If you're a "control freak," like a lot of partners, start with something small, like selecting the pictures on your new website (leave this to your website designer) or revising the copy for your law firm's brochure for the third time (hire a professional copywriter to assist). Hire great, competent people, train them, and then let them do their job.

If you feel the need to control something, here are 3 areas you should focus on: 1. Getting more prospects in the door. 2. Signing up more clients with higher retainers. 3. Decreasing your overhead.

**Key 5. Your lack of ability to delegate is your biggest obstacle to success, both personally and financially.** Please read this again. It is critical you understand that you will kill any chances of achieving true and lasting success if you are unwilling or unable to delegate important tasks to your key people or outsource them to trusted law firm marketing consultants. I have worked with over 6,000 lawyers and have seen great attorneys limit their financial success because they were not willing to give up control and focus on what they do best: serve their clients. As the old saying goes, sometime we are our own worst enemy. When it comes to law firm marketing, delegation is the key to your success.