

Mastering" Legal Marketing requires dedication, practice, and keeping your eye on the ball

By: Stephen Fairley

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Today is the opening round of the Masters golf tournament at Augusta National Golf Club. There are a number of similarities between those who are successful at law firm marketing and those who are successful at winning one of the most prestigious events in golf.

First, anyone who wants to be successful at golf, legal marketing, or any pursuit has to have an intense dedication to their craft. Tiger Woods, Jack Nicklaus and Arnold Palmer are maybe the most famous winners of the green jacket, and they all were single-minded in their pursuit of excellence.

They relentlessly pursued perfection in the physical and mental aspects of the game. Legal marketers would be wise to take notice of that and devote their focus to being the best possible marketers possible. Invest in training and study and hone your skills as you work toward your goals.

Second, like golfers, legal marketers have to deal with distractions. This is the mental part of the game that is so difficult. There are rarely perfect conditions in golf, and the same applies to law firm marketing. There will always be something that is pressing for your attention that can take your eyes off of the ball.

Learning to tune those things out and focus on the task at hand is one of the most difficult aspects of golf and legal marketing. Those other things may be good things, but they are not where your time and energy need to be devoted.

Lastly, remember that you are competing against some of the best in the world at what they do. The Masters attracts the greatest golfers in the world who are competing at the highest level. In the legal marketing world, you are going up against some highly-skilled professionals who are masters of their craft. But the advantage doesn't always go to the most skilled. Sometimes it goes to those who are the most determined.

Enjoy the Masters this weekend and appreciate the hard work and dedication that you are witnessing. Take those lessons back to your firm and apply them to your law firm marketing strategies. You may not win a green jacket, but you will reach your goals.

Complimentary Rainmaker Retreat Preview DVD is Available

We would like to send you a DVD of your colleagues (and even your competitors) describing their experiences at the 2 day Rainmaker Retreat. Yes, we know you are skeptical (we wouldn't have it any other way). So instead of us telling you how these 2 days will transform your business, we will let our clients do the telling.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

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