



**Paula Black & Associates**  
3006 Aviation Avenue, Suite 3B <http://www.jdsupra.com/post/documentViewer.aspx?fid=4c7d40c9-7cd4-46d6-8e00-6a829e30eb10>  
Coconut Grove, Florida 33133  
Phone 305-859-9554 • Fax 305-860-0016  
[paulablacklegalmarketing.com](http://paulablacklegalmarketing.com)

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Contact Paula Black at:  
3006 Aviation Avenue, Suite 3B  
Coconut Grove, FL 33133  
P 305-859-9554  
F 305-860-0016  
[paulablacklegalmarketing.com](http://paulablacklegalmarketing.com)

**Paula Black** has advised law firms around the globe on everything from powerful and innovative design to marketing strategy and business growth. She is an award-winning, Amazon-bestselling author and the force behind **In Black & White** ([inblackandwhiteblog.com](http://inblackandwhiteblog.com)), a blog dedicated to clear, straightforward advice and open discussion of legal marketing issues. For more information on Paula Black, her books and her company please visit [paulablacklegalmarketing.com](http://paulablacklegalmarketing.com).

## Law Firm Growth Opportunities Through Branding & Positioning

It's a fact... satisfied existing clients are your best source of new business. It takes five to seven times more effort, time and money to generate a new matter from a new client than from an existing client. Hence, when it comes to business development every lawyer needs to ask the following questions: Are you creating an environment of opportunity when it comes to referrals? How much of your business comes from referrals? Do you have a strategy to maximize the growth opportunity that is built into your existing client base and fellow attorneys?

### Maximize This Wealth of Opportunity by Focusing on These 3 Strategies:

#### 1. Become the Recognized Expert

- Conduct seminars and conferences
- Give speeches and sit on panels
- Institute a public relations strategy to become the "Go to Expert" for the media
- Write articles for trade and legal publications
- Write a book

#### 2. Maintain Peak Awareness

- Join industry trade associations as well as legal organizations
- Send legal updates, reports or mini-newsletters via email on a regular basis
- When you read information that you think your referral sources would be interested in, pass it along with a note.

### **3. Stay in Touch**

- Send hand written “Thank You” notes, in an age of electronic everything a handwritten note will stand out
- When you have received a referral, stay in touch with your source by letting them know how things are going
- Get together socially through sporting events, art & cultural events, etc...
- Send “holiday” cards – avoid the deluge at Christmas and send Thanksgiving or New Years cards

### **Maximize What You Already Have**

*It's all common sense... consistency and repetition are key.*