

Audio Podcast Recording: Ten Most Effective Marketing Techniques for Solos & Small Firms

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Here are my conclusions about the ten most effective marketing techniques for solo lawyers and small firms. They sum up what your priorities should be, what to avoid, and what it takes to get results. I elaborate on each of these in the podcast. Even if you're a small part of a big firm, following these could make the difference for you.

Listen to the whole podcast (MP3 format) by clicking the link. The original version was recorded for the Chicago Bar Association podcast series.

Click Here for the Podcast:

<http://www.pbdi.org/Content/Resources/10mosteffectivemarketingtechniques-bodine.mp3>

Use the table along with the time markers as a guide to the audio especially if you want to review any of the points:

Effective Marketing Technique	Time (min:sec)
1. Spend 2.5% of gross revenue on marketing.	:48
2. Put video on your website. It appeals to 30% of the US public, which has always had the internet as part of their lives.	1:28
3. If you can't measure your marketing initiative, don't do it. Be skeptical of advertising and public relations. Instead write blogs, websites, online banner ads, email newsletters and speak out.	2:33
4. Focus on getting new files from <i>current</i> clients.	3:41
5. Cultivate referral sources. Start with clients, then pursue investment brokers, accountants, bankers, law school classmates and other sources.	4:49

6. Get on the board of directors of a trade association. Get active and be visible.	6:17
7. Pursue "targets," or business executives whom you already know.	7:22
8. Write down your business plan – whom you're going to call, when you're going to meet them and the outcome you desire. It's inchoate until you write it down.	8:15
9. Spend 400 hours a year on business development – four hours per week.	8:41
10. Track your results. It's better than radio ads, which don't produce any results.	9:30

 For more on this topic, call:
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- Assisting law firms for 20 years:
- Training lawyers at firm retreats.
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