

## **Marketing For lawyers - Mistakes Attorneys Make--and How to Avoid Them, Mistake #1**

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In having coached more than 6,000 attorneys in small and solo law firms over the years, I've discovered that in law firm marketing they share many commonalities. One of these is their realization that marketing for lawyers is challenging; it is time-consuming, budget-draining and often lacking in results.

And the reasons why attorneys find marketing their practices so challenging are best summed up in the 10 major marketing mistakes that attorneys make when creating their law firm marketing plan. We will be introducing each mistake in upcoming posts.

### ***Law Firm Marketing MISTAKE 1:*** **BELIEVING "IF YOU BUILD IT, THEY WILL COME"**

One of the most common mistakes attorneys make in their law firm marketing plan is their believing "If you build it, they will come." It's the false belief that all you need to do to grow your practice is to tell friends and family about it, or to place a Yellow Pages ad, and people will be lining up outside your door.

This is simply not true.

To be successful in business, you need to take an active role in that business. Top rainmaker attorneys do not risk their chances of success by depending on someone else to spoon feed clients to them. They actively seek new clients. They seek to control their destiny rather than placing their financial future in another's hands.

It takes more than courage and money to make a new business succeed; marketing your law firm takes creating and daily implementing a law firm marketing plan of action. The next several blogs will discuss marketing for attorneys and the actions that will truly bring success.