

## 7 Legal Marketing Tools You Can Use to Find New Clients

By: Stephen Fairley

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When it comes to finding new clients, there are really only 7 legal marketing tools you should use to find them. Most successful attorneys don't use all of them -- they experiment and find the ones that consistently produce the most results. Then they focus all of their time, energy, and resources on those proven strategies.

Which strategies will work for you depends on your target market and what's allowable where you practice. Some of the strategies and techniques covered in this section will not work or may only work if you are targeting a particular population.

Before I get to the 7 tools that will help you find new clients, I must add this caveat:

Every state has different rules and regulations regarding marketing, advertising, and what is and is not allowed. Depending upon your practice area and state code of professional ethics, some of the strategies discussed in this post may not be allowed in your area. You are personally responsible for seeking specific legal advice regarding your local and state regulations and ethics codes.

Here are the **7 legal marketing tools for finding new clients** :

1. **Referrals:** from strategic partners, existing and former clients, friends, family members, other lawyers, legal referral sources, and business association.
2. **Speaking and Seminars:** formal presentations, workshops, seminars, speaking for associations and organizations.
3. **Formal/Informal Networking:** connecting with centers of influence, professional associations, chambers of commerce, clubs, trade association meetings, or formal lead groups.
4. **An Online Presence:** websites, article marketing, blogs, pay-per-click, ezines, auto responders, newsletters, and opt-in lists.
5. **Press Releases & Media Placement:** online press releases, writing articles or columns for local newspapers, trade magazines, professional journals, offering an advice column, being a content expert for the media, television, radio, trade association magazines, or newspaper interviews.
6. **Promotional Events:** participating in trade shows, sponsoring a public event like a marathon, participating in a charity event, sending out partnership announcements, or having an "open house" to publicize your new offices.
7. **Advertising:** in the Yellow Pages, newspapers, magazines, or trade journals, email campaigns, ads in business directories, or on radio or TV, and Internet-based ads.

After you've considered your state's regulations and ethics code, consider how you can use some of these legal marketing tools to find new clients.

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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.

He is the international best-selling author of 10 books and 5 audio programs.

He has appeared in the American Bar Association Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines.

Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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