

Law Firm Marketing: 5 Steps to Help Keep You Focused

By: Stephen Fairley

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The 4th of July celebration marks the halfway point in our summers and even though many of us are quite a few years from school, summer always feels like the time we should be kicking back and enjoying ourselves. Vacations are planned, anticipated, taken and then over. And it may be hard to kick-start ourselves into focusing on business, especially in light of the still shaky economy.

So today, I'm going to give you 5 tips that will help keep you focused and moving forward. Here they are:

1. **Focus on the positive.** I recommend making a list of all the good things that happen to you each day and keep it posted near your computer as a constant reminder that even in this difficult economy, not everything is bad.
2. **Focus on what you can control, instead of what you cannot control.** You cannot control the global markets, the investment banks or the economy. You can only control your actions, so create an action plan of what steps you are going to take to keep moving forward. Have a heart-to-heart talk with every attorney in your firm and require them to submit 3 specific steps they will take in the next 90 days to generate more business for your firm.
3. **Focus on improving client satisfaction and retention.** Send out a client satisfaction survey; call up your top 10 clients and take them to lunch; stay connected with your current and former clients—ask them what challenges they are facing and how you can assist them. Perhaps you can introduce them to a banking colleague for a much needed business line of credit or a real estate broker who can help them sublease some office space.
4. **Focus on implementing your marketing plan.** When this economic crisis is over, you will find some firms have just barely managed to survive, while others have grown significantly. The difference is when everyone else was pulling back, some firms saw this as the perfect opportunity to expand their marketing and increase their efforts. Which path will you follow?
5. **Focus on connecting with referral sources.** Go through your Rolodex and reconnect with every single person who sent you a referral in the last 24 months and start meeting with them in person.

Take our Twitter Poll: If you're an attorney, we want your feedback! Click [here](http://twitter.polldaddy.com/done/3364850) (or go to <http://twitter.polldaddy.com/done/3364850>) to let us know what business development topics you're most interested in right now.

Practice Made Perfect for Lawyers CD Set

The [Practice Made Perfect CD set and manual](#) applies Stephen Fairley's unique High Impact Marketing System to the practice-building challenges faced by solo practitioners and partners at small law firms.

It includes dozens of specific marketing and sales recommendations that can be easily and quickly applied to your firm, including:

- The only 7 sure-fire ways to get clients in your door NOW
- Why advertising doesn't work for most small law firms
- The 7 reasons why people don't buy from you
- How to market and sell with USP's (Unique Selling Proposition)
- Using audio logos to attract immediate attention for your business
- Using low-cost, high impact marketing strategies
- Strategies for achieving maximum results from all of your marketing efforts
- How to discover your Ideal Target Market
- 3 critical factors to remember when looking for new clients
- The NEW sales cycle for professional services
- How to retain your best 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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