



15 West 120<sup>th</sup> Street, New York, NY 10027 – (o) 212-423-1014 – (m) (917) 856-5410 (f) 917-508-4889 <http://.karasmamedia.com/home>  
*Unveiling The Laws of Attraction Through Social Media*

## 20 Tips for Legal Marketers Looking to Make Some Meaningful Changes In Their Business

The more social media is becoming known as the way to truly make a difference with marketing legal services and small and mid-size firms are growing, the challenges of running our businesses are looming more than ever.

We're all in the midst of busy-ness: the website just went down, I'm due at the accountant's in the morning, have a presentation to deliver in the morning, and I need to get flu shot...

All of this is normal. But still every month or so, I find it's good to take a step back and see whether I'm missing a chance to make some meaningful changes with my business.

### Here are some things you can do:

1. **Delegate and outsource activities you're still doing yourself** . Despite feeling like "no one else can do them as well or as quickly," but which don't actually need to be done that well or quickly. \*Sometimes delegation can be hard, but it's healthy, and necessary if you expect to grow as a company and as a person.
2. **View your website/product/service through the eyes of a new potential customer**. Do some informal usability testing with a stranger. We're too close to our own projects!
3. **Do one thing that will increase your company's visibility on Twitter, your blogs, other people's blogs, Facebook, Linked In, etc.**
4. **Identify one person who could really help get your company more exposure**. Then, write down by when you're going to contact that person, what the specific request is that you're going to make, and schedule the time on your calendar that's necessary to attain the results!
5. **Find one "number" in your business you know the least about** (i.e. FCC legislation, conversion rate, writing quality posts, etc). Then spend time trying to learn more.
6. **Do one thing to prove to the world that you're the expert they want to hire in your field**. People like to buy from experts they trust
7. **Identify one mundane, time-consuming tasks that you could outsource**. Even if it means spending money, it means you can spend your time on getting more revenue which will more than pay for the outsourcing.

8. **Quantify how much completely disposable cash you have in your company's bank account.** Whether it's \$50 or \$50,000, brainstorming how to spend it to get more revenue can bring some great results!
9. **Defer something you're working on now that really isn't necessary to be done now.** With so many social media platforms available to us and e-mails coming in every 30-seconds, it's important to take a minute to reset our priorities. What really needs to get done right now?
10. **Admit one thing you're doing because of an assumption rather than because of hard evidence.** You have to make assumptions to live in the world, but it's worth stepping back and challenging even the most basic ones.
11. **Identify anything you're doing because of a "plan" rather than because of hard evidence of it working.** There's no glory in following a business plan. I took the time to develop one when I started about 3-years ago, and am working on a new one now. However, flexibility is imperative in order to do the right thing with information at hand today regardless of any "plan."
12. **Identify choices that don't "feel" like the right thing to do.** If it feels wrong, it is. Do what's right instead of what makes most revenue; in the long run Karma does work in business, particularly legal.
13. **Change your home page to be more specific in describing how you help your customers.** General phrases and wishy-washy statements don't make people excited or any closer to your potential client's hearts
14. **Give your clients something wonderful, for free.** A deal on a related product, a free book, even just a thoughtful article of interest to them -- give them something for free to show you care and they'll reward you ten-fold
15. **Take one step to become more visible in communities related to your business.** On and off--line, look to see how you can be part of other social networks.
16. **Further differentiate yourself from competitors rather than just try to "kill" them off.** Explaining the niche you unquestionably own is a much better path to acquiring clients than trying to win every client in every aspect of your profession.
17. **Congratulate yourself and your employees on the good aspects of your business.** We're always battling problems instead of taking moments to celebrate the good stuff. Don't forget, the good stuff is what makes doing business fun Isn't that the t whole point?
18. **Do something to invest in your client' experience after they engage your services.** We get so caught up in getting new clients, sometimes we forget how to keep our existing clients thrilled with us one year later. Don't forget the people responsible for your success!
19. **Take on a project that you could complete in under a week.** It should be one that you REALLY ought to, but HAVE procrastinated ON because it sucks to have to do it.
20. **Remove 5 blogs from your feed reader** - because they're no longer pertinent to your online conversation or no longer active. Then, add 5 blogs whose content is stocked full of information that increase your chances of having a successful business.

I hope some of these ideas inspire and motivate you to realign your priorities and give you a creative boost. Fire-fighting and personal doubt doesn't have to get in the way of healthy revenue growth!

If you have some tips to add, please leave a comment and join the conversation! Kara

**Other articles that may be of interest:**

[Social Media PR For Lawyers is More About "Staying Conscious" Than "Being Cautious"](#)

[Handling Negative Comments On Your Legal Marketing Blog](#)

[Legal Marketers and Our Responsibility](#)

[Not Every Legal Firm Should have a Blog](#)

[Legal firms don't have to run into trouble using social media](#)