

3 Fool Proof Attorney Marketing Ideas

By: Business Development Consultant,
Sonia Gallagher, Esq.

www.TimeForLifeNow.com

The vast majority of lawyers are perceived to dress alike, speak of similar topics, and have very related concerns. Practicing law requires the majority of your time to deal with deadlines, clients, and pleadings. Keeping that in mind, when was the last time you started putting together attorney marketing ideas to market your law firm?

Next time you attend a networking event notice the few lawyers in the event that actually differentiate themselves. Start thinking of attorney marketing ideas you can implement to stand out. If you notice how similar we all look to the public, you'll realize just how essential it is to differentiate yourself from the crowd.



How do clients know who to hire? What lawyer do they choose to send clients to?

Now, more than ever, you have to think creatively and implement attorney marketing ideas into your law practice. You've got to think outside the box and set yourself apart to make your law firm thrive.

Remember, each month, more lawyers leave big law to set up their own shingle. Some leave voluntarily. The majority are laid off. Add to this the fact that more law schools are opening up left and right and letting out more law student graduates each year.

You've got to be innovative and think about attorney marketing ideas that work for your legal industry, target demographic, available time and resources, and personality.

Here are 3 attorney marketing ideas to help you differentiate your law firm quickly and at a very low cost.

1. **Speak!** Speaking in front of groups is one of the easiest and cost-effective attorney marketing ideas to implement. It is a great way to get clients, be seen as an authority in your legal field, and meet potential strategic alliances. Not only do you differentiate yourself as an authority in your field, you can also connect with the right demographic. However, make sure to speak about a topic that will tie in to your legal practice and to learn about your audience and their needs.
2. **Join the conversation on the internet.** The internet is no longer the way of the future, it is the way of the present. The internet is the one tool that if leveraged

correctly allows solo and small law firms to effectively compete. The cost is minimal and the reach is outstanding. The greatest thing about the internet is that it enables you to not only compete and create an online presence but also have equity from your online marketing efforts. Keep in mind that many of the internet marketing techniques available to you as a lawyer have a compound effect.

3. **Write.** Writing is an easy and quick way to differentiate your law firm and position yourself as an authority in your field. It is free aside from the cost of your time. You can also re-purpose your written material and provide it to your clients, potential clients, professional network, and referral sources through audio and video. The material you have already written can be re-purposed in a variety of ways... all targeted at getting traffic for your website, pre-screened prospects to schedule consultations, and other lawyers to refer you clients.

These are just 3 attorney marketing ideas of many that you can easily implement and add to your law firm marketing plan. Think creatively and outside the box. Come up with ways that you can get in front of your target demographic, find out what their concerns are, and deliver the information they need. The trick is in follow through and implementation. Knowledge without execution does not get you clients.

Sonia Gallagher, Esq. is an attorney and business development consultant. She helps small and medium law firms to implement strategies to get more clients, more profits, and more free time. She provides lawyers marketing consulting services and design and production of websites, newsletters, brochures, podcasts, and web content. Find out how you can make your law firm thrive today. Contact Sonia for a **complimentary one hour business development consultation** at <http://www.timeforlifenow.com>