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Paula Black has advised law firms around the globe on everything from powerful and innovative design to marketing strategy and business growth. She is an award-winning, Amazon-bestselling author and the force behind **In Black & White** (inblackandwhiteblog.com), a blog dedicated to clear, straightforward advice and open discussion of legal marketing issues. For more information on Paula Black, her books and her company please visit paulablacklegalmarketing.com.

The Secret Source: Marketing Within Your Own Law Firm

When it comes to business development, picking the low hanging fruit is easy, uncomplicated, and a fast way to results. That's a lesson that some people forget – that beyond your own clients the first place to focus is on clients and organizations with which other attorneys in your firm already have relationships. **They are the low hanging fruit.**

Be proactive from the start. Offer to do something for other practice areas and their clients BEFORE you ask them for help. Not only will you build on the business you already have...you'll also reinforce how important your firm is to the client.

Working With Your Colleagues Inside the Firm

Cross selling builds on relationships the firm already has. Lawyers refer work to other lawyers they know and trust. It's your goal to BE that one they know and trust.

Two parts...

- List OTHER firm practice areas that YOU could cross sell to YOUR clients and which attorneys YOU can help, and set a date for a meeting
- List YOUR practice areas that OTHERS could sell to THEIR clients and which attorneys can help you, and set a date for a meeting.

Working With The Firm's Marketing Department

Far too many attorneys treat their firm's marketing department as a nuisance. Support their needs, and YOU benefit.

First, set a meeting to discuss Marketing's needs and how you can help THEM.

Some possibilities...

- They need content for the website to keep it fresh. (Case studies etc.)
- They need articles for newsletters and alerts.
- They need experts to comment on issues when the press calls.
- They need firm representation at community and business functions.
- They need speakers for both internal and external audiences.
- They need support when creating a new business development initiative.
- They need help gathering information on the firm's presence in organizations. The number of firm attorneys in various organizations has widespread implications...who should they send to conferences, who can help if someone is running for the Board of that organization, etc.

Second, set a meeting to discuss how Marketing can help YOU can achieve your objectives.

Some possibilities...

- You need marketing materials ready at a moment's notice so prepare several samples. Never give a prospect everything the firm has at once. Have Marketing help you plan a three-stage process, so that you can create true points of contact with this prospect or referral source.

- You need visibility, so consider how Marketing can help you create speaking and writing opportunities to build credibility.
- You may need Marketing's help strategizing and preparing materials for a presentation or meeting.

Make marketing a habit—Do something every single day.

This article has been excerpted from "The Little Black Book: A Lawyer's Guide To Creating A Marketing Habit in 21 Days."