

## Power Tips for Creating a Law Firm Marketing Plan - Part 3 of 3

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In the first two posts we have looked at the need for a written plan and steps that can be taken to build on that plan. These tips conclude the thoughts.

### Focus On the Right Goals

Whenever I have a coaching client that goes more than 2 weeks without achieving the goal they set in their coaching session I start asking questions to determine if this is a goal they really feel passionate about. If there is not commitment to a particular goal, it will be very difficult for most people to devote time to accomplishing it.

How do you determine if the goals you have are “right” for you?

Ask yourself these 4 questions:

- Is this something I am passionate about?
- When I think about working on this goal am I energized or excited, or do I become stressed out, unmotivated, and apathetic?
- Is this the best way for me to achieve my long-term goals or is there a better, more effective way?
- Is my time better spent working on something else and should I delegate or outsource this?

### Ask Yourself What Achieving Your Goals Will Get You

I call this “creating the vision.” Too many attorneys work 60+ hours a week, live in a state of perpetual burnout, and seem one step away from leaving the field altogether. One of the problems is that they fail to ask themselves what achieving their goal of financial success gets them.

If you land 50 new clients and your average client is worth \$5,000, then that will be worth about \$250,000 to you. But what would you do with an extra \$250,000? What’s the vision you want to create?

Do you want to hire a business manager so you can take more time away from the office? Go on that European vacation you’ve been talking about? Spend more time with your family, friends and significant other? Invest in real estate? Pay off your house?

Think about your financial freedom. It’s not enough to have a goal. You need to focus on what you will do when you achieve that goal. Before you commit time, energy and resources to a goal

for marketing your law firm, make sure it is something you truly care about and that will make a noticeable difference in your practice, your life, your family and your future.

I was coaching an estate planning lawyer in New York City the other week and he honestly didn't sound too motivated to build his practice. . . until I asked him to talk about what he would do with the extra money he made from the additional business.

He said, "Stephen, if I could make an extra \$250,000 this year my wife and I would take that 3-week trip to Italy she's been wanting for the last 10 years. Plus I would buy a place closer to my office in downtown Manhattan so I wouldn't have to spend an hour commuting every day each way and we could spend more time together."

With that recognition, he was ready to move forward in a powerful way to start building his law practice.

**Action Step:** Carve out 2 hours to write down 3 S.M.A.R.T. goals and what you will do with the extra revenues you create.

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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.

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