

March, 2015

Note: This was originally posted on the excellent blog, Attorney at Work, and was just posted again last month.

20 MARKETING MAXIMS

Maxim: A general truth or rule of conduct expressed in a sentence.

1. Be the best lawyer you can be.
2. Be afraid. Fear of failure guarantees success.
3. Don't sell. Educate. No one wants to be sold legal services. Ask clients and prospects what their problems are, listen to their responses and then educate them on how you can help them.
4. Focus. Specialize. You can't be all things to all people.
5. Have a marketing plan and follow it. Hell is paved with good intentions – and marketing plans that were never implemented.
6. Market like you were a sole practitioner. If you don't, you may become one – and then you'll have to.
7. Everyone in the firm can be a marketer, from the managing partner all the way down to the messenger.
8. Current clients are your best sales agents.
9. With all due respect to social media, relationships and word-of-mouth are still the best forms of marketing and business development.
10. Your friends may not become clients, but your clients can become friends.
11. Your next client may be across the table.
12. To get and keep your client's business, know their business.
13. Treat every client as if they were your only client.
14. The three keys to delighted clients:
 - listen and communicate
 - listen and communicate
 - listen and communicate
15. Under-promise. Over-deliver.
16. Don't be afraid to say "yes," but have the courage to say "no." To a client, the magic words are: "Yes, if . . ." or "No, but . . ."
17. Be a problem-solver, not a problem-maker.
18. Give clients alternatives but don't stop there. Say, "It's your decision but I think this is what you should do and these are the reasons."

19. Know your competition. It's just as important as knowing your clients.

20. Ask for the business.

Bob Denney

Robert Denney Associates Inc. provides strategic management and marketing counsel – as well as crisis and turnaround management – to law firms and privately held businesses throughout the United States. Previous Communiques as well as information about our services may be viewed on our web site, www.robertdenney.com

P.O. Box 551, Wayne, PA 19087-0551 • 610-644-7020 • fax: 610-296-8726
email: bob@robertdenney.com • web site: www.robertdenney.com