

PREVIEW COPY

The Marketing Machine[®]

for

*Small Business
Attorneys*

Smart, predictable marketing programs
for measurable results

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PREFACE

You may be wondering if this is just another run-of-the-mill marketing and sales work. We can assure you it's not!

To understand why we wrote it, it helps to know where we've been.

After over 30 years of consulting to major national and international companies on their marketing challenges, and bringing home for them over \$4.5 billion in sales, along with literally hundreds of awards, we found our focus turning gradually toward the challenges of smaller businesses.

No, they didn't have the budgets we loved working with! But with smaller firms we knew we had the chance of making a material difference – in the future of the owner, the employees and yes, in the quality of products and services provided to the customers.

Now we are working primarily on programs for small-to-medium sized firms . . . the "SMB" marketplace.

Given this emphasis, working with local law firms that serve as key resources to the middle market is a natural priority. But, marketing for professionals service firms requires a more sophisticated and subtle approach.

As an independent attorney firm you face some distinct marketing challenges – not just because of developments in the industry, but because of the nature of what it means to be an attorney.

We're referring here to your personality traits, your professional skills and expectations, your specialized training, and the likely lack of marketing preparation in your formal education.

Through our clients, as a result of our own business needs, and even within our own families, we've met many attorneys eager to take on building and managing their own businesses.

These attorney friends have been strong. Opinionated. Capable. And most were totally unaware of the marketing obstacles they were likely to confront – starting with those that we identify here in Chapter One!

We wrote this book to help attorneys get around or over those obstacles so they can get on with doing more of the important work they have trained to do. It's as simple as that!

Joseph Krueger & Virginia Nicols

*About the **Business Marketing Series***

When we sat down a year ago to write *The Marketing Machine® for Professional Services* we envisioned it as a general guide to businesses serving the Small-to-Medium-sized Business (SMB) community. The book features advertising, marketing and sales strategies and techniques that we have employed over the years with considerable success – and ROI --for major as well as boutique organizations.

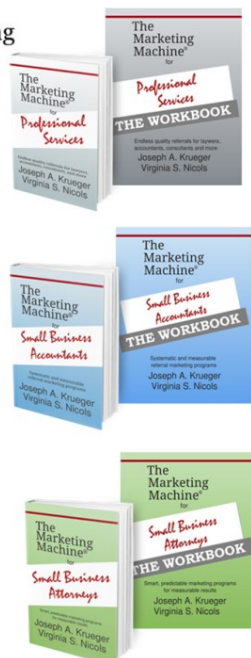
In large part, those successes, and the examples in the book, come from the world of Direct Marketing.

As we were writing, it became clear that we had more information and examples to share that **applied to specific professions or industries**. We were frustrated that we couldn't include them all!

The
Business Marketing
Series
from
The Marketing
Machine®

Each book in the series is written for the small business professional. The companion workbook follows the same flow, breaking it up into questions so that you can easily customize the content for your own business.

We've created **specific books and workbooks for Accountants and Attorneys** who work with small business clients.



Thus the first book became the impetus for an entire series. As of this 2019 update, we now have three basic volumes, accompanied in each case with a workbook. (Reading is one way to learn. Writing adds a whole other perspective!)

While each book focuses on a specific profession or industry, there are many similarities between basic concepts and recommendations. As a result, you may see some selective and purposeful duplication of material from one book to another. After all, marketing and sales

basics are precisely that – basics that apply across the board.

But in each volume, **many of our personal comments, our cautions and even whole discussions of “marketing psychology” come from experience** we’ve had with your specific profession.

We trust you will recognize those specifics. And we hope you’ll be able to turn them to personal advantage as you build your own successful business.

INTRODUCTION

This is a book about marketing your professional practice. We hope you’ve already read a number of such books, because marketing is essential to the growth of your firm.

So what can you expect from this book?

First, be warned that *The Marketing Machine® for Small Business Attorneys* is not an all-encompassing book on marketing and selling.

We were tempted to create a more thorough work, but came to the conclusion that too much detail for too diverse an audience would run the risk of misleading some readers – and put some to sleep!

We decided to concentrate exclusively on marketing for **Professional Attorneys and Legal Firms that serve small-to-medium size businesses (SMBs)**.

While some of them may work with individual owners and executives of client companies, we are completely focused on strategies, tactics and programs **that target businesses as clients**.

We’ve also narrowed the focus of this book because the reality today is that thick volumes simply don’t get read by busy people.

Our target audience is mostly working professionals who can benefit by abandoning activities that don’t work. They are looking to find and employ marketing efforts that they are comfortable with. They also want their marketing to honestly reflect and enhance their skillset.

Moreover, we chose the legal and accounting professions (companion title: *The Marketing Machine® for Small Business Accountants*) for specific reasons.

- To begin with, legal and accounting services are critical to the success of SMBs but both are typically underutilized and misunderstood by entrepreneurs and small business executives.
- The attraction of the legal profession and the training law schools provide typically produces strong-minded individuals who are confident in their knowledge and authority, but lacking in any solid sales and marketing background or training.
- In their interactions with their SMB prospects we often have a clash of “authority” between two strong-willed, personally assured individuals, neither of whom has any real depth of marketing knowledge or expertise.

These factors often give rise to misplaced confidence in advertising and sales “schemes,” which waste money, fail to produce the desired outcome, and discourage additional efforts.

It is our sincere hope that this book contributes to changing the marketing dynamic for our professional readers. In addition to the Workbook, you will find valuable resources in the Appendix, and at our website, AttorneysMarketingMachine.com.

CONTENTS

Preface	i
Introduction	ix
1 - What is Your Vision for Your Legal Business?	1
“All I have to Do is Advertise” Reveals Dangerous Misconceptions.	3
Let’s Take a Look Now At Selling.	6
2 - Aren’t my credentials & degrees important marketing assets?	11
Selling professional services is “pulling” as opposed to “pushing.”	17
The disciplined sales process requires a number of marketing tools.	18
3 – Are Referrals The Best Source of New Clients?	23
A referral system starts with your immediate network . . .	

your personal “sphere of influence	25
Personal contacts -not your best referral source over the long haul.	26
The best referrals will come from people who don’t know you.	29
What roles do social media play in your prospecting?	32
4 - How Can I Know if a Referral Will Be Profitable?	35
Placing a dollar value on your average long-term business client	35
Using the LTCV formula	36
Build a “profile” of clients on List 1	38
Build referral profiles for lists 2 and 3	39
5 - You Have a Referral. Now, How to Sell Your Services?	45
Selling isn’t really selling – It’s selling through the looking glass!	45
The successful professional masters the art of “reverse selling.”	47
Professionals use a two-phase approach.	48
Authority marketing attracts the most qualified inquiries.	50
How do you achieve “authority status?”	51
6 – Shaping Your Practice with a Marketing Plan	55
Focus on building a practice comprised of all ideal clients.	56
Focus on you and what makes you different – and valuable	56
No plan is perfect and planning is an ongoing exercise.	60
What strategies will you be testing?	61
Which tools and tactics should you be considering for your referral plan?	62
7 - The Professional’s Sales Process and the Role of Each Stage	71
Sales take place in stages.	71
Each step in the sales sequence “sells” only the next step.	82
8 - Building Your Brand and Selling into “The Long Game”	87

A logo is not your brand.	88
What exactly is a brand, anyway?	90
Back to the drawing board for the Unique Value Proposition	91
9 – Personalized Direct Mail is your Secret Marketing Weapon	99
So it’s back to the marketing drawing board . . . and the calculator.	103
And the “bottom line.” How many new clients do you want? How many can you actually book?	105
Direct mail done right can be very predictable and productive. Yet it’s anything but simple or cheap!	107
10- Feeding Your Referral Engine	109
Feed your Engine by writing!	110
Feed Your Engine By Speaking	112
Deliver Major Presentations	112
Sponsoring and pro-bono work	113
What about attending conventions?	115
With so many potential marketing activities, where should I begin?	118
Create a Calendar.	119
11 - Your Website is the Hub of Your Marketing Plan.	121
Every business needs a functional and attractive website.	122
Manage your graphic artist.	123
Don’t subject website visitors to “legal mumbo-jumbo.”	124
Your website is working around the clock.	126
What are appropriate and required features for the site?	127
What about offers on the site?	129
What is the role of SEO (Search Engine Optimization)?	131
12 - The Role of Publishing in Establishing Your “Authority”	135
Rest easy. Help is everywhere.	135

What kind of book should you publish?	139
Appendix One – THE WORKBOOK	143
Appendix Two – A Direct Mail Primer	145
Direct Mail vs. Mail Order	145
Direct Mail format categories	147
You. Don't. Care. About. The. Cost. Of. The. Mailing!	149
Appendix Three – Setting up a New Website	157
WordPress is easy. . . and it's FREE.	159
Appendix Four – 24 More Ways to Prime your Referral Pump	161
Appendix Five – Making Conventions Profitable	167
Appendix Six - Business Survival Project	189
About The Authors	193

You've reached the end of this preview. These introductory pages should give you a good understanding of what drives our approach to marketing for professionals – a no-nonsense, disciplined focus on *what will work for your practice*, given your personal strengths and ambitions.

[Click here](#) to get your copy of the book now at Amazon. Check out the companion WORKBOOK, too.