POWERFUL MARKETING TACTICS FOR SMALL LAW FIRMS:

How to Attract More of the Right Clients

DC BAR PRACTICE MANAGEMENT ADVISORY SERVICE LUNCH & LEARN
JUNE 15, 2023
SPEAKER: MARY ELLEN HICKMAN

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MARY ELLEN HICKMAN, MBA

Founder + Marketing Strategist

HICKMAN
Consulting Partners, LLC

- 25+ years in marketing
- Broad range of experience
  - Advertising, research, business analysis, revenue forecasting
  - New business and brand launch in the US and overseas
  - Launched and led 3 businesses
- MBA from top-tier school
- Adjunct professor of marketing

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OUR PATH

STEP 1:
Identify the right clients

STEP 2:
Determine the best sources

STEP 3:
Set the stage

STEP 4:
Attract more of the right clients

STEP 5:
Charge the right price

STEP 6:
Track + evaluate

Q&A

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Set your objectives:

- Why did you choose to attend today?
- What do you want to get out of today’s discussion?

1. IDENTIFY THE RIGHT CLIENTS

STEP 1:

Identify the right clients

1. Who needs your services
2. Who values your services
   - Who is willing to pay
   - Who is willing to pay YOUR price
3. Who is able to pay
4. Who is easy to persuade
5. Who is easy to work with

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2. DETERMINE THE BEST SOURCES

STEP 2:

Determine the best sources

1. Sort clients by revenue
2. List the source of each client
3. Identify the pattern
   - Focus on your best clients
4. Find the opportunities

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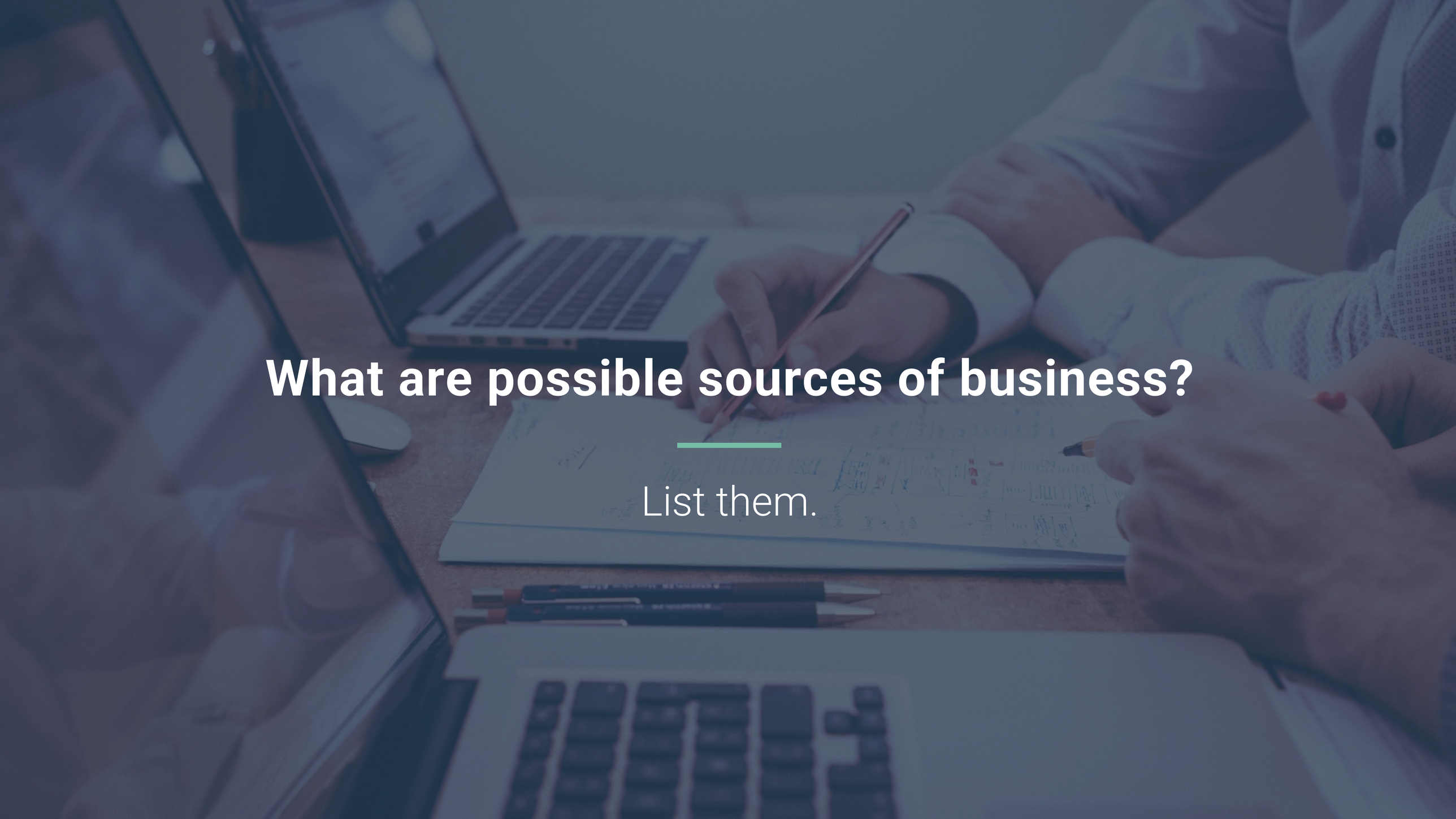

What are possible sources of business?

List them.

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Just starting up?

- Ask a fellow attorney in your practice area
- Ask the experts at the bar association
- Identify the key event or trigger

3. SET THE STAGE

STEP 3:

Set the stage

1. Written objectives
2. Written definition of ideal client
3. Written talking points
4. Business cards
5. Email signature block
6. Online presence + testimonials
   - Website: home page, bio, contact
   - LinkedIn
   - Avvo
   - Google Business Profile

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4. ATTRACT MORE OF THE RIGHT CLIENTS

STEP 4:

Attract more of the right clients

1. Focus on the best sources
2. Increase consistency
3. Increase frequency
4. Set clear objectives
5. Change the conversation

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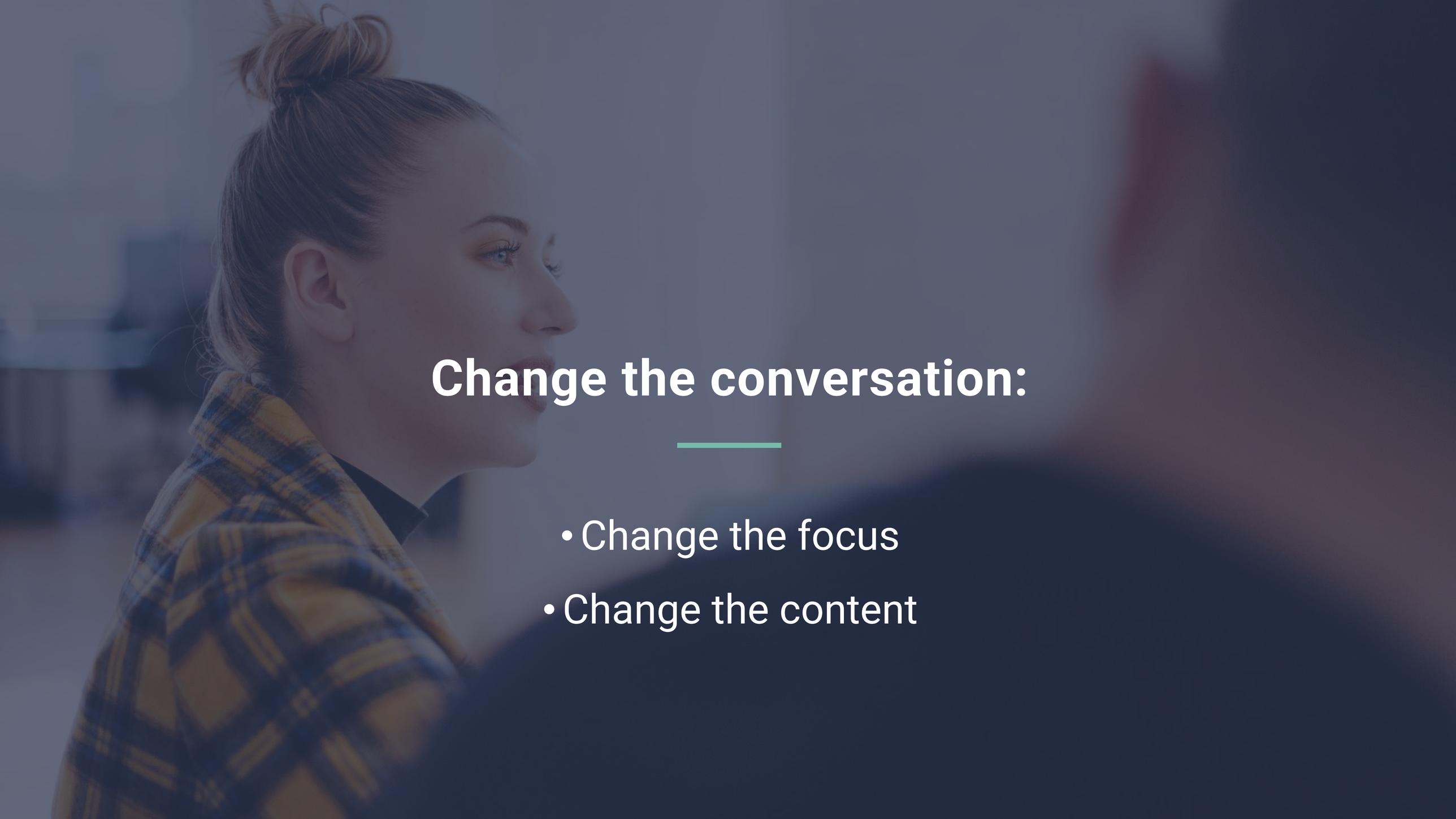

Change the conversation:

- Change the focus
- Change the content

5. CHARGE THE RIGHT PRICE

STEP 5

Charge the right price

1. **Understand the market rate**
   - Hourly rate
   - Total cost per engagement or project
2. **Adjust your rate**
   - Do you do better work than average?
   - Are you a little faster or slower?
3. **Know your value**
   - What's it worth to have access to your children?
   - What's it worth to protect your family's wealth and take care of future generations?
   - What's it worth to have a good client contract so that you can collect what you're owed?
4. **Confidently state your price**
5. **Secure your retainer**

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Myth

“My clients are price-sensitive. If another attorney charges less, they’ll hire that attorney.”

Reality

Your clients want good value.

NOT the lowest price.

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Myth

“My clients can’t—or don’t want to—pay my full rate.”

Reality

Find better clients.

6. TRACK + EVALUATE

STEP 6:

Track + evaluate

1. **Track your marketing**
   - Name of potential client or matter
   - Date they contacted you
   - Type of service requested or needed
   - Source of potential client or matter: How did they find you? Who referred them to you?
   - Date retained
   - Estimated gross margin (or revenue)

2. **Update your marketing tracker religiously**

3. **Evaluate the results, every month**
   - What trends do you see?
   - What appears to be working?
   - What seems to be less effective?

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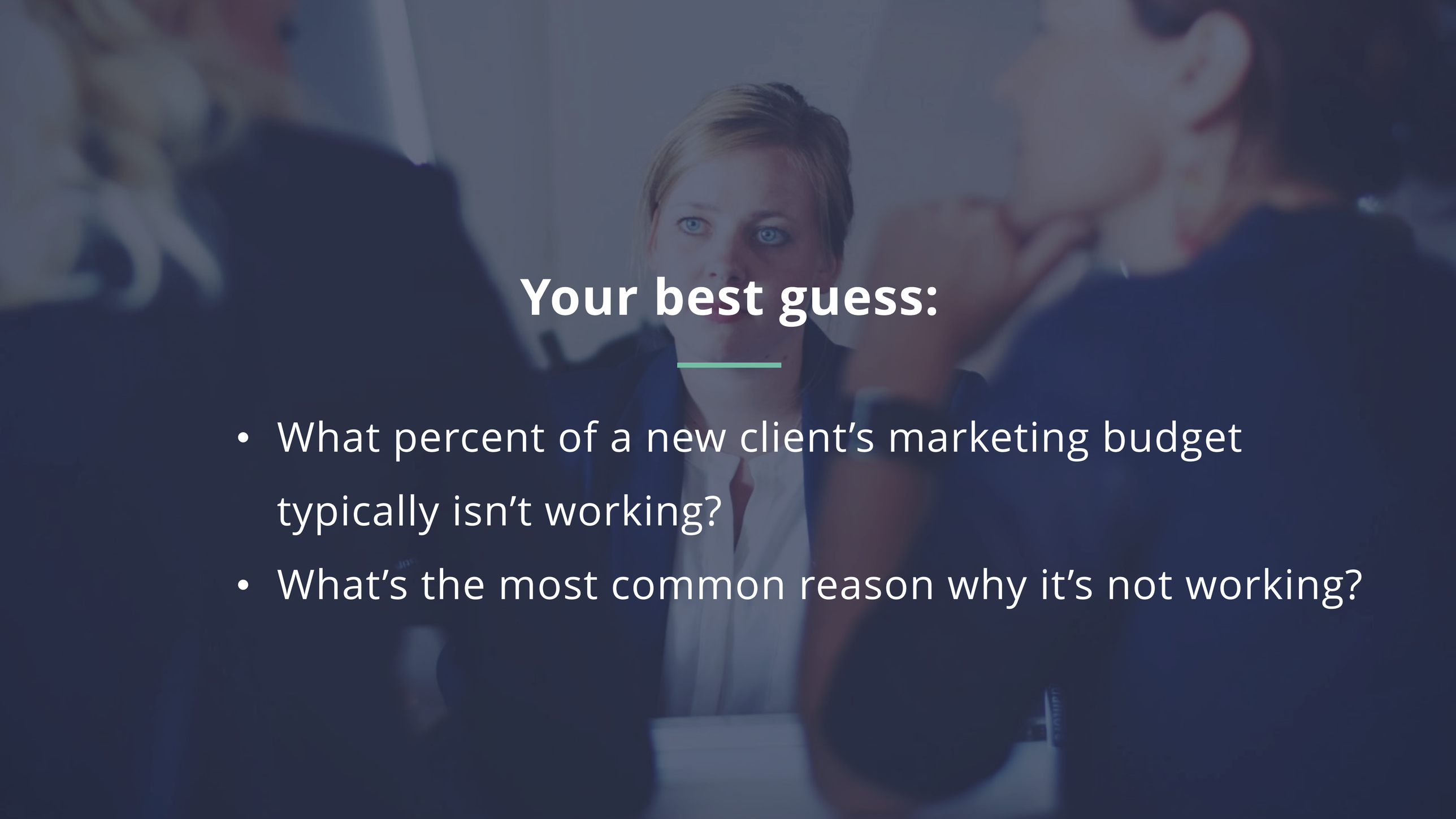

Your best guess:

- What percent of a new client’s marketing budget typically isn’t working?
- What’s the most common reason why it’s not working?

Prioritize ruthlessly.

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Brainstorm:

Talk through tactics.

Q&A

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