

## ▼ Proper Marketing for Lawyers

- *Some harsh truths in a short outline*
- ▼ Most lawyers use lame marketing strategies and tactics (and get horrible results)
  - Bad marketing attracts poor clients, or not enough clients. And it costs way too much.
  - So why do so many lawyers use lame marketing?
  - They're duped into thinking they're doing the "right kind" because everyone else is doing it too.
  - Plus they encounter charlatans that seem to know what they're doing (mostly because they use "insider jargon" and because lots of other lawyers are hiring them too).
- ▼ Lawyers who get poor results are using what can be termed "The Emperor's New Clothes" style of marketing
  - That is, they're acting irrationally because they're trapped in a mass delusion. Mass delusion is quite powerful and always causes people to abandon common sense (which is the whole moral of the story about the "emperor's new clothes")
  - Don't feel bad about getting duped. Everyone is susceptible to it. I fell for it too. But now, I'm on a mission to awaken lawyers to the proper kind of marketing—the kind that works super well and isn't unreasonably expensive.
- ▼ What IS the **proper kind of marketing**?
  - What is the opposite of marketing that relies on "mass delusion"? Obviously, it's...
- ▼ Reality-based marketing (or "RBM")
  - RBM is based on strategies and methods that are highly effective because they are based on fundamental truths, not vague assumptions or mass delusions.
  - RBM starts by recognizing that most people are skeptical and highly resistant to being pitched to by someone trying to sell them something (a product, a service, or even an idea or proposition)
  - RBM takes full stock of the fact that for people to want to hire you it's crucial that you establish some kind of rapport and also establish trust.
  - The more someone trusts you the more likely they'll be open to doing business with you.
- ▼ RBM scoffs at the notion that you can establish rapport or build trust simply by putting up billboards or doing any kind of advertising. You have to do more than run ads, especially ads that look like every other "emperor without any clothes."
  - It's true that you have an opportunity to create rapport and build trust once people hire you, but why wait until then? Just because most other lawyers aren't trying to establish rapport and build trust in their marketing system doesn't mean you should not try to do this.
- ▼ Stop and think about what's really going on...
- ▼ **Consider the perspective of prospective clients**
  - This is where you have to start if you're going to use RBM
- ▼ When someone hires you **they're entering into a RELATIONSHIP** with you.
  - They're not buying a widget from someone they'll never deal with again.

- You're not even like a doctor who does a procedure one day and then maybe sees the patient once more for a follow-up check up, right?
- **You need to face the reality of your situation**, which is unique.
- Most of **your clients will be in close relationship with you** for as long as it takes for you to help them solve their legal problem: i.e. for months, or possibly years.
- ▼ PLUS...they'll have to share sensitive information with you which in most cases will make them feel one or more of these feelings
  - **Awkward** (*because sharing information with a stranger is not normal*)
  - **Embarrassed** (*if they did something illegal or immoral, or even just unusual*)
  - **Ashamed** (*see above*)
  - **Judged** (*if they made a mistake that others will have strong feelings about*)
  - **Ignorant or Inept** (*if they made the kind of mistake that they should have known better than to make*)
  - **Suspicious** (*about how much you can be trusted to make them feel safe, and whether you care about them personally, or merely as a way to make money*)
- ▼ Realize as well...
  - Most people aren't going to explicitly tell you that they have those kinds of feelings
  - But just because they can't or won't articulate them doesn't mean those feelings aren't driving their decision about which lawyer to hire, or how much information they'll be willing to share with the lawyer that they eventually hire.
- ▼ Most lawyers haven't been trained to be a therapist or counselor, and yet **part of your job involves the same kinds of skills that therapists need.**
  - You don't need to have the full range of skills that therapists have, but you shouldn't be oblivious to what clients expect or hope for when they deal with their lawyer. After all, they're sharing (in many cases) even more sensitive information and doing so under much more pressure to "spit it out" quickly.
  - Therapists will let patients take their time to talk about what's really going on. Lawyers can't afford to spend time doing too much of that (but, again, that doesn't mean they shouldn't do *anything to help their clients feel more comfortable sharing sensitive information*).
- ▼ If your **core marketing message is specifically crafted to allay the common fears that people have**, then it will be more powerful in getting people to feel like they can have rapport with you and trust you.
  - This will help persuade them to hire you, over other lawyers. But it will also help them feel more comfortable sharing information once they decide to hire you.
  - Figuring out how to send the best message is the #1 KEY to "reality based marketing" ("RBM")
- ▼ RBM has **3 vital parts that are all intertwined**
  - **Rapport** - prospective clients can be influenced to like you even before they meet you. They will start to like you if they feel you understand them and their situation in a way that other lawyers do not. And if they feel like they understand *you* as well.

▼ **Trust** - prospective clients can feel safe about sharing sensitive information with you (if you communicate properly). Of course they also need to feel confident about your legal skills, but they tend to assume competency.

- What they don't assume is that lawyers are **empathetic**. You have to prove that you care about your clients because **they're much more skeptical about that** than they are about your legal acumen.

▼ **Communication** - prospective clients aren't going to work to understand you.

▼ You have to do the work to make yourself understood.

- And you have to work hard to prove that you're likable, understanding, patient empathetic, and trustworthy. And you have to do it with deftness and finesse.

▼ You can't just rattle off self-serving cliché phrases (which is what most lawyers do, because their marketing is based off of vague assumptions or mass delusion)

▼ Examples of common lame clichés

- "We'll fight hard for you."
- "We're experienced and hard working."

• **You have to make your case in a way that's interesting AND proves the key points.** And you have to make your case quickly because people aren't willing to listen for very long (especially online)

• The **best method for doing this is through a story.** But it must be a story that serves a marketing goal, not just a nice sounding story (and definitely not a rambling "war story,")

▼ A well-crafted story will **cause skeptical prospects to draw their own conclusions**, which will be exactly the ones you want them to draw (*i.e. that you're a special lawyer because you care about your clients in a deep way, and you make them feel comfortable in a way that other lawyers do not*).

- Crafting this kind of story can be done more easily if you use the Storybrand framework created by Don Miller
- Check out Miller's webpage: [marketingmoneypit.com](http://marketingmoneypit.com) for more insight.

▼ **Once you "Storify" your marketing message you'll have the foundation for all of your marketing efforts.** You can create a very short version of your core story that's only 2 or 3 sentences long.

▼ Your core story should be used for marketing collateral such as:

- Business cards
- Emails you send
- Website home page
- LinkedIn profile, or any other social media profiles
- Speaker bios, or author bios
- Casual introductions when people ask you "what do you do?"
- In all communications with your referral partners (to remind them what you do, and how much you care about your clients).

▼ **RBM is not widely practiced, but it's highly effective**

- ▼ Thousands of small businesses use RBM, although it goes by other names such as
  - Permission based marketing
  - Direct-Response marketing
  - Story-based marketing
  - Even referral marketing is a form of RBM; it just doesn't require that trust be built up from scratch
- ▼ Thousands of lawyers use RBM, but (again) they don't necessarily call it the same thing.
  - What you call RBM isn't important. But it is important that you not allow your common sense to be hijacked by greedy opportunists or delusional fools.
  - Do NOT allow people to dupe you into spending too much on ineffective marketing
- ▼ Do NOT assume that other people know what they're doing unless you can verify that they're getting consistently good results and not overspending on advertising.
  - Most of the the folks who have optimized their RBM systems spend NO money on advertising.

### ▼ Key Takeaways

- ▼ Lame marketing focuses only on getting people's attention, and nothing else. There's no effort to build rapport or trust as part of the marketing effort.
  - The vague assumption is that it's okay to market like this because a lot of other people do this. Yes, it's true many people market like this, but it's unrealistic to assume this is the best way to market to prospective clients.
- **Reality-based marketing starts with you taking stock of the fact that you're going to be in a RELATIONSHIP with your clients**, and that they have fears and concerns that you need to address first and foremost.
- Prospective clients need to feel *comfortable* about the prospect of being in a relationship with you; the more comfortable they are the more likely they'll hire you.
- You need to build rapport and trust by communicating effectively. Ideally, you've created a concise story about why you're different than other lawyers and can better serve your clients.
- **Creating your concise and powerful story is the foundation of RBM, and it's an investment that will pay huge dividends forever.**

### ▼ For More Information...

- ▼ To learn more "Reality-Based Marketing"
  - ▼ Read:
    - *This is Marketing*, by Seth Godin (excellent overview of marketing principles)
    - ▼ *Building a StoryBrand: Clarify Your Message So Your Customers Will Listen*, by Don Miller (crafting an effective marketing story)
      - Also **check out Don Miller's webpage:** [marketingmoneypit.com](http://marketingmoneypit.com)
      - *No B.S. Direct Marketing*, by Dan Kennedy (how to build trust with complete strangers)
  - ▼ Sign up for Ernie Svenson's
    - **Monthly website critiques** (always involves a discussion of key marketing principles). Visit [LawFirmAutopilot.com](http://LawFirmAutopilot.com)

- ▼ **Total Transformation Workshop** (get hands-on personalized help from Ernie Svenson and Megan Graham in crafting a compelling marketing message that you can use in all of your marketing efforts, including referral marketing)
  - Email ernie for details about the Total Transformation event, and to apply to attend the next one: [ernie@lawfirmautopilot.com](mailto:ernie@lawfirmautopilot.com)