

## Jump Start Marketing

The following is a check list of actions and activities designed to quick start a marketing campaign for a solo or small firm lawyer when no or minimal marketing has been occurring and where limited or moderate funds exist for marketing:

1. Organize the names, addresses, telephone numbers, email addresses and website addresses of the following persons and organizations with whom you may do business or who may refer potential clients to you. This information should be kept in a word processing program which you can use to generate letters, newsletters and envelopes. It is best to keep the data in Outlook or a similar program:

- a. Family
- b. Friends
- c. Professionals you know
- d. Existing clients
- e. Targeted potential clients
- f. Persons and organizations with which you do business
- g. Educators with whom you are well acquainted
- h. Business persons with whom you are well acquainted
1. Religious persons with whom you are well acquainted
- J. Others in a position of being able to send you business

2. Clearly identify your ideal client and target market. In order to accurately focus your marketing effort, you must know the characteristics of your ideal client and how you find and address these persons and/or organizations.

3. In a short paragraph or less, clearly define the problem solving value you offer to your ideal client and target market.

4. Create a newsletter and send it to everyone identified in paragraph 1.

5. Unless you have a steady supply of new clients from one or more sources in paragraph 1, an effective, fresh and relevant web presence is essential. Ideally, you should have an interactive website that is established by one who fully understands search engine optimization. A web presence that can generate leads for you can be created in the following ways:

- a. Hire the Herndon, VA. based [www.networksolutions.com](http://www.networksolutions.com)
- b. Do it yourself at [www.godaddy.com](http://www.godaddy.com)

- c. DIY at <http://www.yola.com/>
- d. DIY at [www.justia.com](http://www.justia.com)
- e. Write a timely, relevant column in conjunction with your practice area and designed for your target market that appears on or in conjunction with your website (blog). See <http://wordpress.org>
- f. If you have moderate or significant money to spend, hire one of these website marketers to develop and run your web presence: [www.fosterwebmarketing.com](http://www.fosterwebmarketing.com) <http://consultwebs.com> [www.nextclient.com](http://www.nextclient.com)
- g. Educate yourself about the social networking sites and develop a presence on [www.Linkedin.com](http://www.Linkedin.com), [www.Facebook.com](http://www.Facebook.com), [www.JDSupra.com](http://www.JDSupra.com) and other like sites. See the following article regarding social networking:

<http://www.abanet.org/lpm/lpt/articles/ftr01102.shtml>

6. Once each week, call six persons listed in paragraph 1 who sometimes or could potentially refer business to you and ask if there is anything you can do to assist them or to send business their way.

7. Track the source of new business. Thank referral sources. Concentrate on what is working to generate business.

8. Work significantly on marketing every day for sixty days and then regularly there after even if you are busy. Effective marketing is a focused, sustained and consistent effort. Start-and-stop marketing is ineffective and wasteful.

9. Satisfied, existing clients and former clients are a key source for new business. Direct your marketing efforts at them.

10. Develop a referral system with a few, key professionals.

11. Attend appropriate and relevant events and network. Make yourself available for speaking events. Be involved in D.C. Bar activities and Sections and in other professional organizations

12. Write about your practice area in order to establish yourself as the expert and the person to see and publish your articles, make them available on your website in exchange for a potential client's contact information, use the material in a newsletter, and publish it in your blog.

13. If you have a consumer based practice, write consumer friendly articles that contain useful information for potential clients and publish them as described in paragraph 12.

14. Self-publish a book about your practice area that establishes you as a trusted advisor. See <http://wordassociation.com/publisher.htm>

15. Advertise in small, local publications designed to reach neighborhoods, school or religious populations.

16. Re-design your business card to include your email and website address. See [www.vistaprint.com](http://www.vistaprint.com)

17. Engage in meaningful volunteer work that puts you in contact with sources of new business.

18. Identify no more than ten potential new clients or client types, a detailed plan to make regular contact with them, and launch the plan.

19. Once you are retained by a new client, give the client a folder with your contact information on the front to use for papers during the representation. Have it contain information about your practice area(s), your newsletter, and more than one business card.

20. Make absolutely certain that all areas in which you greet and meet with clients and potential clients reflect a positive image of you and your work. Have your office and office systems evaluated by someone you trust to obtain objective feedback on the impression created when someone contacts you by phone or enters your office.

Daniel M. Mills, Manager  
Practice Management Advisory Service  
The District of Columbia Bar  
1101 K Street, 2nd floor  
Washington, D.C. 20005  
202.626.1312  
[dmills@dcbar.org](mailto:dmills@dcbar.org)

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