

Do These 3 Things If You Want a Profitable Law Practice!

So, let me ask you if you are satisfied with your practice? Do you make the kind of money you want and desire? Are you able to pick and choose the clients and cases you handle? Are you in control of your legal career? If you did not answer yes to the above questions, let me assure you that there's a lot more you can do to create a highly profitable and enjoyable legal career and start living the life you know is possible.

The bottom line is that law, like accounting, medicine, engineering, or any other enterprise, is a business. And businesses exist to make money. In the legal profession, revenues are derived from clients. Through your efforts and priorities early in your career, you may have been pigeonholed. As a result, you may be viewed as either a "worker bee" or a "rainmaker." Sure, you could bill an outrageous amount of hours, a national expert in your area of the law, even a partner in a large firm, but these factors are no longer a guarantee of your financial and personal success.

There is only one thing that will guarantee your financial and personal success in your practice. For those of you who want to have a balanced and comfortable life, one filled with financial and personal freedom, and the time to do the things you want to do, you must have a steady stream of new and existing clients. Having an easy and workable system to get and keep profitable clients is the key which will determine your overall success and impact.

But, how do you draw a steady stream of new clients? How do you develop your business and make it dynamic, fun and successful? You may reject what I have to say right off the bat, but the truth is in order to get what you really want, you have to market yourself! While many of us are uncomfortable with the idea of having to "sell" or "market" ourselves, the truth is it is not only a necessity; it is the solution to all that you seek. Yes, I know you're probably thinking that clients should seek you out, not the other way around. Besides, don't they know how great you are?

Yes, I agree, selling and marketing can be a drag. To some it's demeaning; time consuming, sleazy, and a total waste of our precious time. Why do so many lawyers dread it and find it so offensive? The reason the majority of attorney's dislike marketing is that we were never taught how to do it in a professional and personal way. Some of us

view marketing as “unprofessional” or appalling. Yellow page ads, obnoxious late night cable commercials, or costly glossy brochures all serve only to gratify an attorney’s ego rather than sell real benefits and value. Today’s typical legal marketing activities represent the opposite ends of the spectrum...either professional garbage about the impressive “image” of the lawyer, or raunchy ads about getting the client massive amounts of money for injury claims.

Attending the occasional power lunch or networking event doesn’t cut it any longer. You need a plan that is strategic to your overall career goals, tactical to your daily activities, and built on client relationships, trust, and value. You also need to adopt the mindset of a rainmaker, for being a rainmaker is the most important activity you’re going to be engaged in from here on out. You are simply going to have to recognize that marketing is not selling your soul or compromising your ethics, but is the key that will dictate your future.

How? First determine what it is you really want to be, do and have with respect to your legal career. Failing to address these important and unique issues will render any marketing strategies completely useless and boring. In other words, what do YOU want to do with your legal career; where do YOU want to do it, and what do YOU want your professional life to look? The answers to these three important questions explores what inspires and motivates you, what it is you stand for, what activities you love to do, what environment you want to do them in, who you want to serve, and what you want your professional life to stand for.

When you’ve addressed these questions, you will need an easy and comfortable systematic plan to match up your desires with that of your prospect. Then, it comes down to just three things that should be done each day:

1. Every day do a little bit of client development;
2. Every day exceed your client’s expectations through a “**memorable experience**”;
and
3. Every day, follow up!

When viewed correctly, marketing your solutions and value is about serving more, solving more and helping more! It is financially rewarding and emotionally satisfying. And when you experience the success this type of marketing brings, you will have more of the things you want out of your practice. You'll be able to pick and choose the cases you want and fire the clients that are ungrateful, unprofitable or annoying. You'll be able to leave the blackberry and cell phone turned off, take more vacations, do more pro bono work and accomplish all the things that you planned to accomplish when you first entered the field of law. In short, experiential based marketing will not only set you apart; it will set you free.

Cole Silver is a lawyer and certified marketing consultant. His *Expert Audio Series* and book, **“How to Create Wealth and Freedom in your Law Practice”, 101 Powerful Client Development & Retention Strategies for Attorneys** can be ordered by going to <http://www.findcareersuccess.com>. Cole is available for speaking engagements and consulting and can be reached by calling 609-306-8098 or by e-mail at cbsilver@yahoo.com.