



THE RISK OF NOT MARKETING YOUR LEGAL PRACTICE

LSSA CONFERENCE - 2019

Presented by: Zanele Bacela

What do people say
about you when you
are not in the room?

- We don't always get to hear what others say about us, or get the opportunity to challenge it or rectify it or prove them wrong.
- However, we can ensure that what people say about us when we are not there is in line with how we want them to think of us.
- That's what **PERSONAL BRANDING** is all about.

ESTABLISH YOUR PERSONAL BRAND

Articulate who you really and truly are...

- what you stand for
- your character & your strengths
- your values & your beliefs
- your interests & your passions

...show up as your authentic self

BRAND = FOUNDATION FOR MARKETING

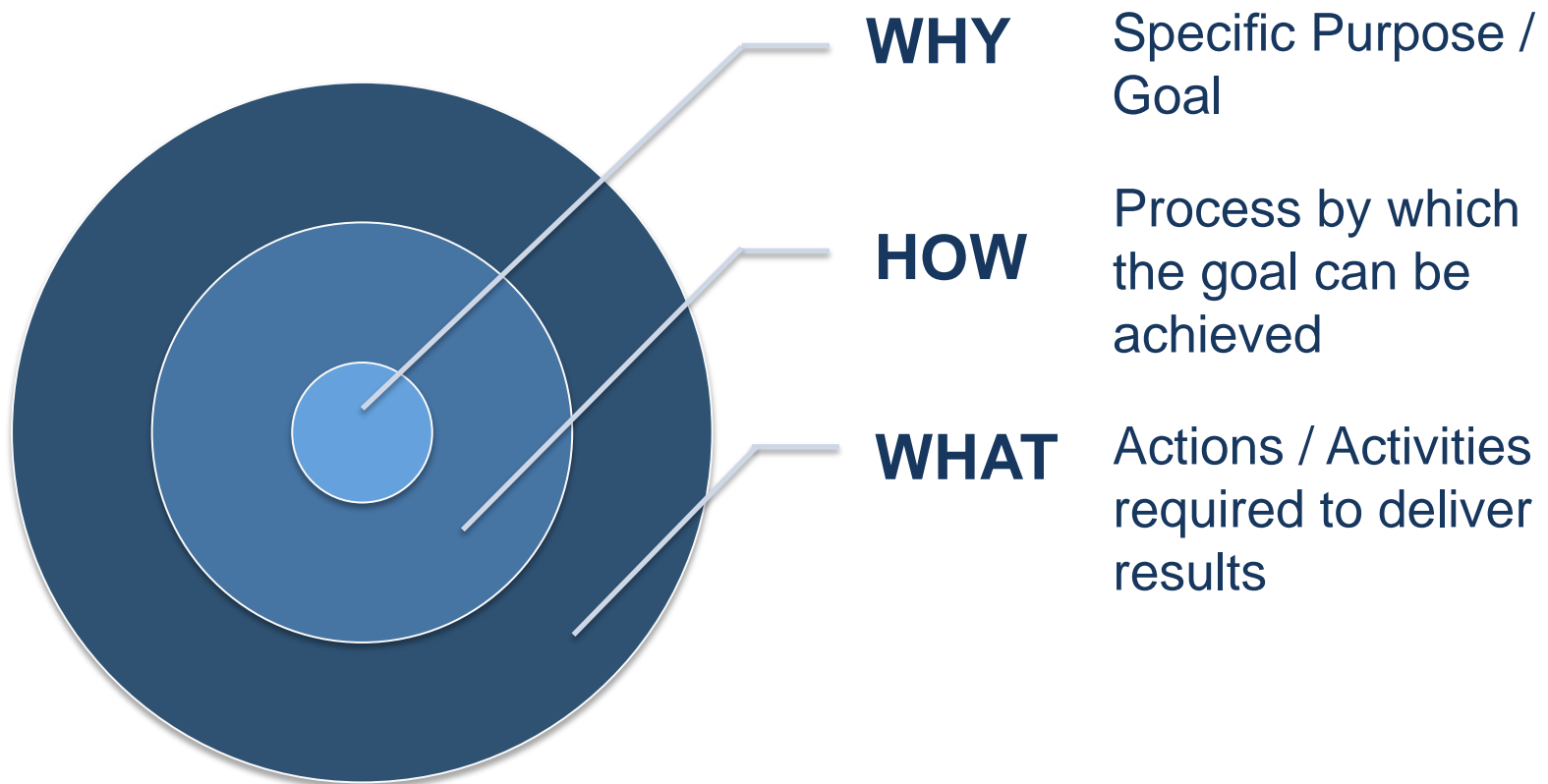
- Personal branding allows you to stand out and **differentiate** yourself by establishing and articulating your **unique value proposition**
- Then **leveraging** it across **multiple platforms**, with a **consistent message** and **image**, to achieve a **specific goal**.

MARKETING

A MEANS TO GROW YOUR BUSINESS

- Executing on marketing without a **cohesive plan** will be a waste of your time, your effort and your money.
- At its most basic, a marketing plan defines what you plan to do to market and grow your practice and how you plan to do it.
- Approach it **strategically**, not tactically.

START WITH WHY (THE GOLDEN CIRCLE)



SPECIFIC GOAL - ATTRACT CLIENTS

People do business with people they
KNOW and **LIKE** and **TRUST**

HOW WILL YOU ACHIEVE THAT GOAL?

KNOW



**CREATE
AWARENESS**

Get the word out
about yourself
and your offering

LIKE



POSITIONING

Position your
brand in a way
that will convince
people to choose
you

TRUST



**BUILD
CREDIBILITY**

Demonstrate your
knowledge in a
particular area &
cultivate a specific
reputation

1. WHAT ACTIONS/ACTIVITIES CREATE AWARENESS?

i. **Online Presence** (e.g. Website/Profile on social media platforms)

- Detailed biographies
- Specify your practice areas
- Content on your area of law, including articles and blog posts, free advice, instructional videos, etc.

ii. **Networking**

- Be active in professional associations
- Join local organizations and trade associations that are not solely legal in nature
- Make connections with other companies and people in your community as a source of referrals.

iii. **Listings on relevant directories**

RISK OF NOT CREATING AWARENESS

- “Out of sight, out of mind!”
- If potential clients don’t know who you are or what you can do for them they will not seek you out.
- If you don’t expand your professional network you limit your reach, you are not top-of-mind and you have no access to a potential pool of referrals.

2. WHAT ACTIONS/ACTIVITIES DRIVE POSITIONING?

i. Content generation

- Content establishes you as a thought leader in a given area
- Generate and publish content about the practice areas you excel in (eg Blog / Newsletter / Opinion piece etc.)
- Target your ideal clients

ii. Social media engagement

- A good medium to build your personal brand and build solid relationships with your target audience
- Push content that increases your exposure and adds value to the people you are targeting - before you start selling
- Consistency of messaging is key - don't confuse your network/followers by engaging in a topic that is way outside of your core focus.

2. WHAT ACTIONS/ACTIVITIES DRIVE POSITIONING?

ii. Social media engagement (cont.)

- Determine how you want to represent your brand and find the voice that your target audience would like to hear.
- Share things that are relevant and that your target audience will find interesting.
- Listen to the current conversation going on so that you can also join in.

iii. Community involvement

- Cultivate a good reputation in the community by supporting community events and organizations, personally networking within the community

RISK OF NOT POSITIONING YOUR BRAND

- If prospective clients do not know what you stand for or why they should entrust their matter to you, they will likely go elsewhere.
- If you do not actively engage on social media with your target audience, it might suggest that you're out of touch and you could get dismissed for lack of relevance; you also miss the chance to reach larger audiences.

3. WHAT ACTIONS/ACTIVITIES BUILD CREDIBILITY?

i. Testimonials

- One of the most effective ways to bring in new clients is through positive word-of-mouth.
- Past clients are the best source of getting new clients!
- Prospective clients want to know that their attorneys have been successful in obtaining good results for their clients.

ii. Speaking engagements

- Seminars / Conferences
- Podcasts & YouTube vidoes which you can publish in an industry related webpage

RISK OF NOT BUILDING CREDIBILITY

- “The proof is in the pudding!”
- When you are seen not to be serving (helping) your clients – you will not have clients coming back.
- Your clients are your security!

PULLING IT ALL TOGETHER

- Once you've identified the components of your plan determine how often and exactly how you'll go about each one.
- As the leads and clients start rolling in from your marketing plan, you need to know where they came from – monitor and measure!
- It takes commitment and endurance.

DONE CORRECTLY, MARKETING CAN...

- contribute towards enhancing your **recognition** as an expert in your field
- establish your **reputation** and **credibility**
- advance your **career prospects**
- build the **self-confidence** for a solo career

...ULTIMATELY BRING MORE CLIENTS

"A person who stops
MARKETING
to save money...
is the person who stops
his watch to save
TIME."

Unknown