

# 7 Potential Profit Stranglers

**Exclusive Bonus For Marketing4Solicitors ToolKit Members Only!**

By

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## Introduction

I want to ensure that you have all the tools available to you to guarantee you a steady flow of new instructions. However, for all the tools that I provide you with, I am well aware there may be some reasons that your practice is still not as successful or as profitable as you would like it to be.

In this bonus feature I want to explain seven of the major reasons that may be holding you back so that you can address them, carry on applying all of the tools and tips in the Marketing4Solicitors Toolkit and really see the success that you deserve in your practice.

This is a special bonus exclusively for my Marketing4Solicitors ToolKit members. Please read it and think whether any of these points are preventing you from moving forward. If they are, please remove them as quickly as possible.

Please look out for my additional gift for you at the end of the bonus.

# **1 Relying On Only One Or Two Methods For Generating New Instructions**

**One is often a fatal number for any legal practice.**

**If you only have one method of generating new instructions for your legal practice it is a time bomb waiting to explode.**

I understand that you are busy and you may have found one extremely cost effective and efficient method for generating new instructions, but I would strongly urge you to resist the temptation to relax and instead to ensure that you have at least another five or six methods of generating new instructions for your practice.

Unfortunately, I have had far too many solicitors approach me in states of desperation having lost their one referrer, or having found their one method of advertising no longer works. It is a horrible position to find yourself in and I do not want any of my Marketing4Solicitors Toolkit members to ever have to deal with the sleepless nights that accompany it.

If you only have one or two methods of generating new client instructions, you must consistently add to this method by supplementing it with new methods. You should never stop until you have at least 20 or 30 different ways of generating new instructions.

I have seen firms that have had only one or two methods and, after I have introduced new methods to them their profits have increased by as much as 50%. It could be as simple as this for you too but you will never know unless you try.

## 2 Quality Alone Is Never Enough

**Providing the best legal service possible is not, by itself, enough to guarantee a steady flow of new clients to your business.**

Many restaurants believe that this method alone will ensure their tables are full every night, but I have visited many fantastic restaurants serving extremely high quality food that are regularly 70% empty. Whereas quality might have been enough ten or twenty years ago to ensure a full waiting room, you now have to combine that quality with excellent communications with both new and existing clients. Failure to communicate the compelling reasons to use your service means that you are hiding your light under a bushel and you are unlikely to achieve the success that you desire or deserve.

You have to employ more ways to reach out to your clients every month, including making special offers, giving them surprise benefits of your service when they do use you and constantly thinking how you can reach out to them more and more every single month.

Obviously, the benefit of your Marketing4Solicitors membership is that I will run through different methods, but please ensure that you regularly implement these new methods, keeping the ones that work well for you and adapting those that do not work so well until they do.

### **3 Not Having Enough Services To Offer To Your Clients**

**In the same way that you should not rely on one method of generating new instructions for your practice, you should also not simply have one offer to make to your clients.**

If you are a niche practice you may think it is hard to offer any other services to your clients, but this can be achieved by teaming up with other businesses that could fulfil a need for your clients and reciprocate to you by supplying you with referrals also. It is a huge mistake to think that once your client has used your services they should not hear from you again. Not only could you recommend them to other local businesses (and if they have already chosen you as a preferred supplier they will appreciate your recommendations) but you are then also missing your opportunity to generate referrals from their friends and family for your niche service.

If you are a multi-disciplinary practice then of course it is much easier for you to constantly supply new products and services to your clients.

However, in addition to traditional services, you must also think about the new opportunities that exist for you in today's economy.

The Internet is a fantastic tool with huge amounts of information available free of charge. However, it is still the case that many people do not trust 'free'. If someone wants to receive good advice they normally expect to pay for it.

Are there ways you could provide your advice in on-line books/CD's or DVD's for a lesser sum than you would charge privately, but providing you with the ability to sell a product you create once many times?

Even if you are not convinced that someone would purchase such a product, there are other benefits to having products available to purchase from your website or in reception. The main benefit is that simply by creating a CD, DVD or PDF booklet you are deemed to be more of an expert in your field of law. Look at your competitors and you will find that the majority of them are doing exactly the same as you are at the moment. If you start supplying information in different ways through your website you will immediately stand out to prospects and clients as a solicitor that is more forward thinking. Let me assure you that for a public that still thinks solicitors are 'difficult to approach' that is really no bad thing.

Think about all the other opportunities that you could supply services to your existing clients. Never stop at one way of helping your clients, always look for more methods and joint venture opportunities.

## 4 Giving Into The Recession

**For me any recession should be seen as a massive opportunity. Your competitors stop spending money on advertising, stop preparing brochures and almost shut their front doors waiting for the recession bandwagon to finally pass. This creates amazing opportunities for you to do completely the opposite.**

The majority of people still have money to spend, but they are being more careful. If you provide them with a compelling reason to spend their money they will do so. This is an opportunity for you to increase your client base whilst your competitors are laying low.

Buying into the recession and believing that there is simply nobody spending money out there is simply an excuse for lazy business owners. I know that this does not apply to you as a Marketing4Solicitors Toolkit member but I wanted to make this point to show you what great opportunities exist out there for you.

## **5 Not Charging Enough For Your Services**

**If you are providing an excellent service, your marketing communications are high quality and you convince your client that your service is value for money; you can and should charge more for it.**

This item flows on nicely from the last one. Once again, I have clients that are increasing prices successfully and making more profits as a result.

The important point here is to differentiate yourself from your competitors. This can be achieved in a number of ways, but one of the best methods is to change your service so that it is not comparable to your competitor's services.

How can you change your service to make it more attractive to your clients and totally unique?

This might include offering different levels of service, the top level being charged at a premium. The top level could include regular

home visits, a courier service to deliver papers to speed the process along, provision of your CD's DVD's or Books as part of their premium service (adding much more credibility to your service), or obtaining discounts for your clients on other related services that form part of the transaction.

The benefits of offering different levels of service are significant. If you currently only offer one level of service, your client has one choice: **they can either say yes or no to you**. If you offer two levels of service, your clients are then in a position to either say **yes, yes or no**. You have now significantly increased your chances of them choosing you to help them.

## **6 Not Following Up Enough (Or At All)**

**This is the one area that can significantly transform your profits overnight. I have yet to meet a firm of solicitors that follows up a quotation or a proposal as many times as they should.**

Most firms that I meet usually only send one follow up communication after a telephone conversation (if any at all).

THIS IS NOT ENOUGH, EVER.

By adding more follow up methods you will increase the number of clients that instruct you – fact!

This instantly adds more profits to your practice with nominal additional expense (i.e. follow up letters and telephone calls).

Whenever I run my Sales and Marketing Training Courses for partners and fee earners I have an open discussion on the amount of times that a new client enquiry should be followed up. The initial response is always that it should not happen more than once as solicitors should not appear to be 'stalking' their clients. However,

when we discuss situations where intelligent people, (i.e. the solicitors in front of me) have purchased other people's products or services we often find that they did so after as many as three to ten follow ups from the business concerned.

**It is very hard to properly offend a client sufficiently that they would never instruct your firm.**

**It is very easy to use the 'excuse' that you might do so to prevent following up sufficiently.**

If you want to do one thing to increase your profits, follow up more times with different methods.

**Special offer for you (free of charge).**

If you have not yet purchased my Sales Process Toolkit but would like a copy, please email me at [njervis@samsonconsulting.co.uk](mailto:njervis@samsonconsulting.co.uk) and I will send you a free copy. I want to do this to ensure that you do all you can to increase your conversions of new client enquiries. If you have already purchased the Sales Process ToolKit I will offer you the same value as a discount from the price off my Cross Selling and Referrals ToolKit: simply email me and I will send you the special link.

## **7 Not Building Momentum Enough (Or At All)**

Marketing needs momentum. You will recall in issue 1 of the Marketing4Solicitors Toolkit (page 2, issue 1) I talk about marketing being like a snowball. Start the snowball at the top of a hill and roll it down and it will get larger and larger. Your marketing must do the same. If you take one piece of action (i.e. roll the snowball once) and then stop it, it will never get any bigger.

Walt Disney listed Constance as one of the four required skills that all business leaders need. In my opinion and in my businesses experience it is the most important skill.

You have to keep taking more and consistent action to ensure that you really can generate the legal practice of your dreams with a steady flow of clients always coming through your door.

Add new marketing methods, optimise the methods you are currently using (i.e. improve your advertisements by changing the headlines, the body copy etc – see the PASTOR system in issue 2, page 8), keep adding content to your website, keep sending articles

commenting on topical issues to your local paper, keep on keeping in touch with all of your clients both past and present etc, etc.

If you do not yet have a file in your cabinet marked 'Marketing' that is brought out at least once every single week and upon which action is taken for at least two hours every single week, please make this happen now. Your marketing file should be your most important client matter file that is constantly moving forwards and always given more time.

If you do this and consistently take action there is only one thing that can happen to your practice; it will grow and it will become more profitable.

## **8 It Could Not Work For My Business!**

### **The advice I am receiving or the marketing opportunity presented would not work in my business!**

Those who have been counting will notice that I have sneaked in one extra point here. I always aim to under promise and over deliver and this point is arguably the most important one.

I have seen so many solicitors miss so many excellent opportunities to win more clients because they did not believe that the marketing opportunity presented to them could work in their business.

"I can see how it would work for a personal injury firm but..."

"I could see how it might work for a commercial law firm but..."

"I could see how it will work for a Will Writing company but..."

The firms that I have persuaded to change their minds have seen amazing results. I can no longer count the number of law firms that have told me that you cannot win clients on the internet that have

subsequently gone on to make their website their best lead generation machine.

Every business is the same. Every business has to sell its products or services to a client or a customer. These clients or customers all have one thing in common; the ultimate purchaser is a human being. Whether they are buying as an individual or as a business the same needs must be met for a sale to take place.

If you ever hear yourself saying "This would not work for my business" please stop yourself and change your stance to "How can I make this work for my business?" This change in attitude could present you with some wonderful opportunities!

## Summary

Please remember that most of your competitors are doing very little. They are hiding away dreading the recession and bemoaning the fact that their business gets quieter and quieter. This should not be happening to you and if you keep on taking action and keep on applying the tools from the Marketing4Solicitors Toolkit, it never will.

Good luck in surviving and thriving!



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