

HOW TO GET NEW CLIENTS FOR A LAW FIRM



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How To Get New Clients For A Law Firm

In this guide, I will show you the four most effective methods for solicitors to attract new clients to their law firm.

You might see the word 'four' and think that you don't have time to master two, let alone four marketing tactics.

If that is how you felt, I have good news for you.

You can pass and grow beyond six and seven figures with only one or two marketing tactics, which, when executed **consistently**, will produce all of the clients that you want and need.

If you are already past seven figures, you may be pleased to know that you can grow beyond £5 or £10 million in turnover with three or four marketing tactics. I have had several clients do just this.

This always surprises solicitors, which is why I put it right at the beginning of this free book; because I want you to understand that when you choose the right marketing tactics and implement them well and consistently, you can grow your law firm to whatever size you choose.

In this book, I am going to outline these four marketing tactics for you so that you finally know how you can grow your law firm to whatever size you choose.

My aim is to ensure that you **understand which marketing tactics work**, but that you quickly **implement, automate and outsource** the procedures required **to generate new instructions** leaving you free to do everything else that you need to do.

If you are serious about growing your new client intake, I will show you what you need to do.

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It is then up to you to take action.

If you do, you will see results. I guarantee it.

First, a little about me, to see whether I am worthy of your time to read on...

My Legal & Marketing Story

I have successfully marketed solicitors' practices since entering the legal profession in 1990.

Since 2003 I have run my law firm marketing consultancy, Samson Consulting, with my sole aim being to put in place automated marketing systems that allow solicitors to attract more clients each and every month whilst they focus on running their practices.



Perhaps the most important part of my story (for you) is that I have been in your shoes.

I didn't set out to be a solicitor. I left college before finishing my A Levels because I wanted to get out into the world and earn a living.

I worked myself into a position of senior management with a transport company by the age of 21 but I quickly realised that I couldn't do that for the rest of my life; it didn't fully engage me.

After some time working in hotels whilst I figured out what I wanted to do with my life, followed by a sailing job in Corfu for a few months, I realised that it was about time I found a career that would hold my interest.

I decided that law was the answer, realising that I could work as a trainee legal executive and earn a living whilst studying to eventually become a solicitor.

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I carefully penned by hand 65 letters to solicitors asking them to employ me as a trainee legal executive, posted them and then sat back and waited.

I received one interview and one job offer. Other offers for interviews followed once I had accepted the first offer.

I set about working, studying, and soon after marketing the four-branch law firm that offered me that job.

By the time I qualified as a solicitor some eight years later I was already running a full case load, billing over £250,000 a year and also handling all of the marketing for all four offices.

It was then that I realised that I enjoyed the marketing side of legal services far more than I did the fee earning side, and also that I seemed to have a natural skill for it.

However, I wanted to check that I was doing as well as I could do, so occasionally I would engage a marketing consultant to come and review what I was doing.

They would come and sit with me for two days, charge thousands of pounds for the privilege and then, without exception, compile a 50 page report (largely from a precedent) telling me that I was doing well and offering no useful, practical advice that I could implement.

I decided I would set up my own marketing consultancy once I had qualified as a solicitor and show solicitors exactly what they should do and how they should do it, as clearly there was a substantial gap in the market.

However, before doing this I moved to a larger firm in Bristol to see things from a different viewpoint and to gain exposure running training courses across the UK, before taking up a pure marketing role in a niche firm in Bristol.

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When I was ready to launch my marketing consultancy, I decided that I could not tell a solicitor how to run their own business before I spent at least some time running my own business, so I bought a franchise business selling promotional merchandise (think umbrellas, golf balls, pens etc all emblazoned with the business name and logo endorsed on it).

Within a year I had turnover of £90,000 (the most anyone in that sector had reached from a standing start) and I had undertaken every sales or marketing task imaginable, including cold calling (still sweating now as I remember those days - from a solicitor to a cold caller - ghastly!) to networking, exhibitions to direct mail.

Whilst I didn't enjoy many aspects of that business, it certainly meant that I could talk comprehensively about every sales and marketing aspect that I would ask a solicitor to consider using to promote their practice.

After running that business for a year, I launched my marketing consultancy for law firms in 2003.

All of the information that I share with you in this free book is based on real, practical marketing of legal services:

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- I have been promoting legal services part time since 1991 and full time since 2003.
- I have invested over £250,000 of my own business' income promoting legal services and generating new clients for law firms;
- I manage an annual marketing spend in excess of £2 million for my law firm clients (online and offline);
- I practise what I preach. Every method that I share with you I have tried, tested, refined and improved in both my own businesses and my clients' businesses.
- I have an Amazon number one best selling book with **The Law Firm Growth Formula: How smart solicitors attract more of the right clients at the right price to grow their law firm quickly.** It might help you to know why I wrote this book. Quite simply it was to stop solicitors wasting money on the wrong types of marketing. I have run my consultancy since 2003 and in that time so many solicitors, far too many, came to me having spent a small fortune on marketing that never produced any results. They are usually tired, frustrated, overwhelmed and at a point where they believe nothing works when it comes to attracting more clients to their law firm. They have often also run out of money. I don't want you or any other solicitors to make the same mistakes, so the book is there for you to learn all about proper law firm marketing that produces results without breaking the bank, and it won't break the bank to buy it. Here it is: <https://amzn.to/3a7DeSt>

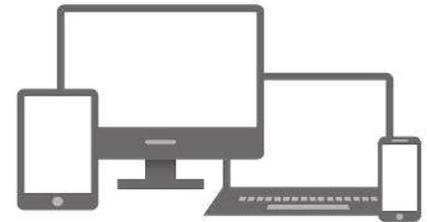
Onto this book you have in your hands right now (or on your screen at least).

Shall we begin?

1. A Website That Converts

Not surprisingly these days, every solicitor that I have worked with, and there have been very many, has a website.

Sadly, nearly every one of those websites is not set up sufficiently well to ensure that as many of the potential clients finding it will make contact with the law firm.



If your website does not provide you with between 20 to 500+ new client enquiries every month, you are missing some very easy opportunities to win new clients.

I use that range because I have clients who have been at the lower end of that scale when I started working with them; then the higher end once we have put in place and automated their website marketing.

If your website is not producing good client enquiries every month, let me show you some of the most common reasons so that you can quickly go and fix them.

1.1. Not telling your visitor what to do...

This is the most common mistake made on law firm websites, but one that is so easily fixed.

However, most solicitors I discuss this with do not believe that it can be this simple.

Tomas corrected this mistake then send me this email:

"I have already started generating 4/5 client enquiries a day now when before I was not generating any client leads at all. Outstanding!"

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Let me show you by way of an example what this mistake is.

Let us imagine that Martha is looking for a solicitor for her new business. She lives in Reading, so she heads to her search engine of choice and enters the search term "Solicitor in Reading for new business start up".

Lo and behold, your website appears at the top of the results because you regularly write blogs answering the questions that you believe people will type into the search engines to find you (this is a good thing to do by the way).

Martha looks at the blog post you have written and likes the way that you have set out the questions that she needs to ask to ensure that the solicitor she chooses will be the best person for the job.

She reaches the end of the article and then.....

Nothing!

Your article ended, but then the page was empty.

You missed the important part of the entire page.

You forgot to tell Martha what she needed to do.

So, Martha hit the back button and left your website and went to the next solicitor on the list.

You missed the chance of winning a new client. All because you failed to explain what she had to do to progress the relationship with you.

At the end of every page of your website you must explain exactly what your visitor has to do next to take matters to the next stage.

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You might think that this is obvious.

You might think that your visitors, including Martha, should be smart enough to find your contact page so that she could get in touch with you; after all, it was in the navigation so why didn't she do this?

If you are thinking like that, I promise you that you are missing dozens of new client instructions each and every month.

Your prospective clients want and deserve to have their life made easier by you, not more difficult.

If you fail to make it incredibly obvious what they should do at the end of every page of your website, they will leave without taking action.

You will let client after client slip through your fingers.

However, if you fix this problem, just as Tomas did above, you will suddenly start receiving more enquiries for your services from people who would otherwise have gone to your competitors.

Every single page of your website promoting your services must provide these methods to get in touch with you at the end of each page:

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1. Your telephone number (hyperlinked so that someone on a telephone can click it to call you, or on a desktop click it to call you using Skype);
2. An email address;
3. A link to an enquiry form (which is on its own page, not on the contact page where there are too many distractions so fewer will be completed); and
4. Live chat, hosted for you 24 hours a day, 7 days a week, 365 days a year by real people, not chat bots. Chat bots are simply not good enough for a professional services providers.
5. The opportunity to discover more about your services by downloading a guide or a brochure. This is particularly important for business to business legal services, where often people will research solicitors for quite some time before instructing them. If you do not offer them the chance to download an *'item of value'* in exchange for their email address, so that you can follow up (which can all be totally automated with the email software that I recommend), you will lose many client instructions you would otherwise receive.

This problem, failing to provide multiple ways of contacting you, is first in this book because often, once fixing it, the solicitor who contacted me in need of a few more clients each month, achieves this objective very quickly.

Let's look at the second biggest mistake.

1.2. Having a website which is not easy to edit or add to.

Following on from the problem above, if, having read that, you now find yourself thinking *"I need to quickly make some changes to my website to fix this."*, followed by *"But my website is so difficult to make changes to..."* I sincerely feel your pain.

Most website designers do not know what they are doing when it comes to designing a website that makes your telephone ring.

I say this based on many years of helping solicitors to obtain a good, fit for purpose website (one that makes the telephone ring) instead of the one that their designer created for them.

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The core common problems with website design are:

- Being built on a website design platform which makes it incredibly difficult (often impossible) to edit. These platforms include Joomla, Drupal, Yell, Leap, Wix or any content management system which is bespoke to your website design company. The only reason companies invite you to use these systems is because they know you will give up trying to edit them yourself and pay them to do it instead. It also makes it very difficult for you to leave them.
- Being built on the best website design platform, Wordpress, but being built using Divi Builder, Elementor, WP Bakery or similar block building programmes. These make your website very difficult to edit, so again, you end up returning to the website designer for any changes. Wordpress is the best platform, in my opinion, because you will always be able to find someone to help you with it, unlike the platforms mentioned above. So long as you have excellent hosting, it is a very secure and very Google friendly platform.

1.3. Not having sufficient content on each page or for each legal service area.

When it comes to having a website that makes your telephone ring, the simple truth is that it is the ***words that sell your legal services, not images.***

Having a website that is very beautiful to look at (lots of imagery – usually of landscapes or cityscapes) but not having sufficient content to persuade someone of your expertise is guaranteed to lead to failure. However, this is precisely what so many law firms have, because it is what they were advised to do by their website designer.

When you think about your prospective clients, it makes sense that they need to read enough about your firm and your services to see if they think you are the best solicitors for their needs.

Choosing a solicitor is an informed decision. How can you reach that decision if there are only two paragraphs on each page?

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The truth is that you can't. I know this from testing a lot of content on a website versus minimal content on a website and from managing an online marketing spend in excess of £1 million per annum.

All of my successful clients have a lot of content on each page and many pages inside each legal service area, which proves the expertise that their prospects need to see before parting with their contact details.

Action

1. Check that you have all of the methods of contact available to your visitors on every page. If you do not have live chat yet, I recommend testing it. I can introduce you to a company who handle this for you 24 hours a day, seven days a week. They are better than the major player in the UK – yes I mean the one connected to 007.
2. If your website is impossible to edit and your website design company fractious to deal with, it is time to do what you know you should have done a long time ago. Don't worry, I will explain precisely what you need to do to obtain the right website. **Schedule a free, no obligation, call with me** so that I can guide you through the steps you need to take and ensure that you receive the right website this time.

2. How To Get More People To Your Website

Once you have a website that converts those lovely visitors into enquiries for your services, the next thing to do is to generate more visitors to your website.

There are two ways to do this:

- The slow but low-cost method; and
- The fast (instant) but paid method.

Let's look at each of these:

2.1 Adding Regular Content To Your Website (the slow but low-cost method).

When I speak with a new solicitor, often they tell me this:

"I have one blog on my website that brings in lots of visitors to my website every month. It's great!" they say.

"Excellent" I respond, *"so how often do you add new content to your website then?"*

"Rarely, if ever" they respond.

"Excellent", I respond,

Ouch.

I have learned one thing in marketing my own business and hundreds of law firms over the years:

When you find something that works, keep doing it and **DO IT CONSISTENTLY** and it will reward you many times over by delivering new clients to you.

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If you add one article to your website that answers the questions that your ideal prospects are asking every single month, you will have 12 new chances of your ideal clients finding you.

If you add one new article every week that will be 52 different opportunities of attracting new clients to you.

It will dramatically increase your chances of your ideal clients finding you at the precise moment in time that they are ready to engage your services.

Adding content consistently works, but I appreciate it takes time. If you need clients more quickly, then you can try the faster method of generating more visitors to your website.

2.1 Google Ads (the fast but paid-for method).

Google Ads is one of the most effective forms of marketing for law firms.

Take a moment to think about your prospects' journey.

They are looking for a solicitor, they head to Google, type in the search phrase “**legal service/ solicitor/ location**”, see your advertisement using Google Ads, click on it, land on your website and because you have followed my advice in part one of this book, they get in touch with you via your live chat.

You haven't had to do anything to generate a new enquiry, Google Ads, your website then your Live Chat have done it all for you.

It is for this reason that Google Ads is one of the most effective forms of marketing.

Your services are being presented to a potential client at the precise moment in time that they are looking for you.

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Google Ads/Pay Per Click (PPC) is used by every solicitor that I work with and is what makes nearly all of the business behemoth Google's profits; because it works!

There is simply no other form of advertising like it; you only pay for your advertising when someone clicks on your advertisement and is delivered to your website.

Let me show you how it works in practice, by using my business as an example:

The image shows a Google search interface for the query "solicitors marketing tips". The search bar is at the top, with the Google logo on the left and a search button on the right. Below the search bar, there are navigation tabs for "Web", "News", "Shopping", "Images", "Videos", "More", and "Search tools". The search results are displayed below, showing about 524,000 results in 0.44 seconds. The results are organized into two columns. The left column contains organic search results, and the right column contains paid advertisements. The organic results include links to "Solicitor Marketing Help - Samson Consulting.co.uk", "Marketing for Solicitors - Web marketing for the legal sector", "The 10 Most Effective Law Firm Marketing Techniques ...", "Free Legal Marketing Ideas for Solicitors That Get You New ...", "Clio's 5 Content Marketing Tips for Solicitors | Supplier news ...", and "Small Law Firm Marketing: Do-It-Yourself Marketing Tips". The advertisements include "Think with Google UK", "Marketing for Law Firms", "Google AdWords: Marketing", "Marketing for Solicitors", "Law Firm Marketing", and "Need Marketing Ideas?".

Google

solicitors marketing tips

Web News Shopping Images Videos More Search tools

About 524,000 results (0.44 seconds)

Solicitor Marketing Help - Samson Consulting.co.uk
Ad samsonconsulting.co.uk/LawMarketing
Free Solicitors Marketing Guide. Discover What Works In 2015!
Trusted By Solicitors · UK Service · Solicitor Non-Practising
You visited samsonconsulting.co.uk earlier today.
Success Stories - Solicitor Testimonials - Legal Clients Helped

Marketing for Solicitors - Web marketing for the legal sector
Ad www.realityhouse.co.uk/
Free digital guides for solicitors
Legal Mobile Marketing - Branding Consultancy - Legal Social Media

The 10 Most Effective Law Firm Marketing Techniques ...
www.larrybodine.com/articles.asp?Action=GetOneArticle&ArticleID...
What you'll read next are the most effective marketing techniques. These tips are based on scientific research that I have conducted where we asked 377 ...

Free Legal Marketing Ideas for Solicitors That Get You New ...
www.greatlegalmarketing.co.uk/free_legal_marketing_ideas
For Solicitors That Want To Snatch top position on Google, find, get, keep and grow more clients and make more money.

Clio's 5 Content Marketing Tips for Solicitors | Supplier news ...
www.lawgazette.co.uk/...marketing-tips...solicitors/5048534.fullarticle
29 Apr 2015 - Marketing, you may have noticed, has made a monumental shift over the past few years - the traditional one-way marketing message push ...

Small Law Firm Marketing: Do-It-Yourself Marketing Tips
legalmarketingreader.com/small_firm.html
For small law firm practitioners, who often lack a mega-firm's arsenal of ... following 10 "do-it-yourself" tips based on effective programs conducted at larger firms.

Ads

Think with Google UK
www.thinkwithgoogle.com/Articles
Find articles, interviews and perspectives on digital marketing.

Marketing for Law Firms
www.moorelegaltechnology.co.uk/
Digital Agency for the Legal Sector
Generate Profitable Business Online

Google AdWords: Marketing
www.google.co.uk/Marketing
Marketing Your Business is Easy.
Check It Out Now!

Marketing for Solicitors
www.contactlaw.co.uk/
Generate Leads for Your Law Firm.
Quality Leads & Affordable Service.

Law Firm Marketing
law.simplylegalmarketing.co.uk/
020 7510 2842
Get 100s of Legal Service Leads per Day. Contact us Now to Learn more!

Need Marketing Ideas?
www.getmemedia.com/
0333 272 3563
Use Our Briefing Service To Get Creative Marketing Ideas For Free!

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I have outlined my advertisement at the very top of Google. One thing I should say is that every marketing tactic that I share with you I use both on my own businesses and on my solicitor clients' businesses. I use them and share them with you because I know that they work.

If someone types into the Google search engine the search phrase '*Solicitors Marketing Tips*' and sees my advertisement then clicks on it, I then pay Google for that visit.

If you haven't use Google Ads before, it works a treat.

If you already use Google Adwords, please ask me about my **Google Optimisation Review**. During this call, I will show you how to generate more enquiries for your services whilst spending less money.

Every time I carry out this review I always find at least 10 improvements that can be made to a campaign. If you run Google Ads, please book your review as soon as possible.

Action

- If you are not adding consistent, high quality content to your website every month, you are missing opportunities to attract more visitors and more clients.
- Google Ads can generate new enquiries and new instructions for you instantly. Should you be using it? If you are using it, is it working as hard as it possibly can for you? [Schedule a call with me to let me show you how Google Ads can work \(or work harder\) for your law firm:>>](#)

3. Keep In Touch Every Single Month Or Struggle Forever.



Until you build a large list of people who are interested in the services that you offer you will struggle to grow your law firm.

For the first couple of years of forming my marketing consultancy I did a lot right.

I built a great website that proved my marketing expertise, and I had many people telling me how useful it was. But something wasn't right.

Whilst I received a lot of emails thanking me for the help, I was not ever as busy as I wanted or needed to be.

Then it hit me that I was not following the advice I provide to solicitors.

I was not building a list of people interested in my services.

I was falling into the trap that so many solicitors fall into, of thinking people would find me when they needed me and remember to come back to me when they were ready to engage my services.

Really Nick, in this market and this day and age when people are starved of time and expect everything to come to them? How silly.

I corrected this instantly by gathering a list of solicitors who were interested in my services and then keeping in touch with them every single month.

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Now, I have a steady stream of new enquiries because these solicitors have learned to trust my advice because they hear from me consistently.

When they are ready to take some action, because I have proved to them that I am a specialist in my field and have made it very easy for them to find my contact details, they get in touch with me.

It is the same for you too. Email marketing works for solicitors.

You don't even have to do anything to make this happen. You can outsource each aspect of the process for nominal expense, yet the results can be amazing.

"Nick had been advising me to start an email newsletter for ages but I was put off because I wanted to prepare a list of all of my old clients first. I finally took action when he reminded me and said "just start the list today", so I did.

Nick was right. Within four months I have an email list of 1,000 people and it is growing all of the time, as are my referrals!

Anon - Solicitor

If you are not keeping in touch with your clients every month I guarantee that you are letting tens of thousands worth of pounds of profit costs slip through your fingers and into the hands of your competition.

Let me address the biggest obstacles when it comes to email marketing which I have heard many times from solicitors.

3.1. I have to consolidate all the email addresses in the basement first.

I have heard this so many times. Often, I have spoken with a law firm owner, they have agreed to start their email marketing but then nothing happens.

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They might contact me one or two years' later and I ask them how their email marketing is going.

“Ahh, that. I haven't managed to get all of my existing client email addresses together yet, so I haven't started it.”

If this is how you are thinking right now, I have some good news for you.

The best way to start your email marketing database is to simply start it today.

Add each new client to it and each new prospect who enquires about your services to it and you will soon have an email database with thousands of people on it.

Many of my clients receive more than 100 enquiries every month for their services. That is 1,200 people a year waiting to hear from them.

3.2. The email marketing software.

The next big stumbling block is that the solicitor explains to me that they want to use their case management software for email marketing.

Please allow me to save you some time.

None of the case management in existence today is good enough for email marketing.

It might say that it is, but I can assure you that it isn't.

The good news is that there is email marketing software available off the shelf, GDPR compliant and easy to use for only around £20 per month, so this is not a bank breaking exercise.

Email me for my recommendation of the best email marketing software at the moment.

3.3. I cannot think what to say in my emails.

The idea is not to flood your clients with legal advice about a topic, but simply to flash up areas of interest so they know that you are an expert in this area, and then to offer them the chance to contact you to discover more.

The most effective legal newsletter discusses only one legal issue at a time, introduces the reader to the potential problems, then invites them to schedule a call to discover more.

It should not be more than a few paragraphs.

Pique interest, offer a call.

This form of marketing is no longer an option but a must.

You **MUST** be communicating with your clients every month.

Failure to do so allows another legal service provider to jump in, be seen as the expert in that area of law and take many of your clients and prospects away from you.

Action List

1. If you do not have an email marketing list, start one now.
2. Make a diary note to send your monthly communication to your client database.
3. Make sure you track the size of your database month on month, and also record the increase in volume of new files you will receive as your database grows. Consistency is the key.

4. Referrals

Every law firm owner who I speak with explains that referrals are one of, if not the best, forms of marketing for their practice.

However, when I ask them what their referral strategy is, they do not have one.

Referrals come in by chance, are not measured and are inconsistent.

One of my favourite business saying is:

What gets measured, gets better.

Therefore, with referrals, your process should be to first measure them, then to put in place a plan to obtain more of them.

4.1. Measuring your referrals

If you do not know who your best referrers are and how much work they are responsible for providing to your firm, you are in real danger of losing that special relationship.

It is your responsibly to measure referrals in and referrals out of your law firm.

A simple spreadsheet will achieve this.

I have had many clients start this process and realise some or all of the following:

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- One of their referrers is a 'super referrer' responsible for six figures of turnover each year, they they haven't even sent them a bottle of wine as a thank you.
- One of their referrers used to be a 'super referrer', but hasn't sent them a new client for some months. Once they realise this and reach out to the referrer, referrals start to flow again. The referrer felt undervalued.
- One person who the law firm owner sends a lot of referrals to has not send any reciprocal referrals back to them for months or years. It is a one way relationship. These never endure.

Start tracking your referrals in and out and you may be surprised.

Once you have done this, put in place a plan to generate more referrals.

4.2. How to generate more referrals.

LinkedIn should be your most effective referral tool generator.

The great news is that it can become just this, as it has done for many of my clients, with very little time required.

They simply follow my plan:

1. Ensure the profile is as strong as it can be;
2. Add 10 new connections every day (either ideal clients, referral partners who have their ideal clients or non competing solicitors who can refer to them); and
3. Post once a week to LinkedIn (the same content used in their email marketing - marketing leverage!).

Action

- Start measuring referrals in and out.
- Use LinkedIn to ensure you make the most of every referral opportunity the excellent platform has to offer. If you would like to discover more about my LinkedIn training guide, simply [email me](#).

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“I’ve been working with Nick for the last six years, and in that time he’s had a significant impact on my business.

We first start working together when I worked at an employment law practice, and when I left there to set up on my own, Nick was one of the first people I called.

I knew that one of the key pieces to get right was the website – in this day and age it’s impossible to run a successful firm without one – and with Nick’s advice, help and guidance, we created our own marketing-focused site that has proven to be the backbone of all the sales and marketing that has followed.

But a good website means nothing unless people see it, and that’s why we turned to Nick to run our Google Adwords, which quickly became a primary source of leads.

In addition to running the traffic, Nick held our hand through every element of the client attraction process, from how to communicate with leads, to how to close sales, and the impact that had on our business cannot be understated.

And that’s why I will always recommend Nick to anyone who needs help with marketing – particularly legal firms: his breadth of knowledge about everything to do with sales and marketing means that he can (and does) help with every part of the picture, resulting in a stronger business than you could have imagined.

Since we’ve been working with Nick, we’ve grown quickly – back in 2013 it was just myself and my wife, and she was part-time.

Now I’ve got eight staff and two offices, and we’ve never been busier.

And if our lead numbers are anything to go by, it’s only going to get better – 2015-2016 saw us get 800 good quality leads in employment law, and that figure more than doubled last year. I can only look forward to more exciting times, working hand-in-hand with Nick to grow my practice and enjoy the fruits that come with that growth.”

Paul Doran, Solicitor, Paul Doran Law.

Summary

The advice contained within this guide will help you to win new clients, if you take action.

Will you take action?

If you know that you need to do more, but are not sure where to start, let me help you.

In just a few minutes on a Zoom call I can discover where you are now and explain to you where you will obtain the best return on your investment in your marketing.

Simply click here to schedule your [More Clients Now Call](#):>>

“Although my firm is very small and specialised and cannot take on many clients, Nick’s advice was very useful. As with all good advice, Nick’s advice is clear, practical and do-able and seems the obvious way to go with 20/20 hindsight.”

Iain Fergusson

“The initial call with Nick was informative, throughout provoking and helpful. Nick has a businesslike but pleasant manner, and is someone you would want to work with. The discussion reminded me how much I don’t know, which is often salutary for solicitors. “

Duncan

“The call was very helpful and we managed in – what I would have initially thought – a small amount of time to comprehensively and satisfactory cover all the topics I was interested in. “

Elena

“I found the call really helpful and it was a good use of my time. Thank you”

How To Get Clients For A Law Firm

Yetunde Akande

“It was a very valuable use of my time- many thanks I wish Nick would give me an hour every month! His insight is great. We could do with him on my Team. I have already taken steps to change items we discussed!”

Geoff Simons

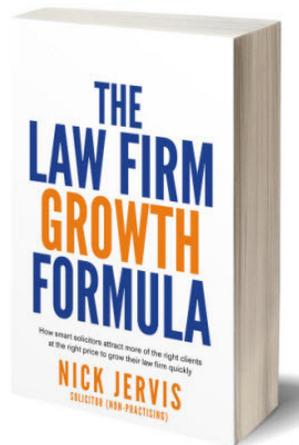
“The call was extremely helpful. The information provided on the website content was really informative and a valuable use of time indeed.”

Nancy Hibbert, Garner Hancock Solicitors

“The call was very helpful with clear and direct instructions and done in a friendly manor. “

Bo Gordon, Wainwright & Cummins LLP

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Nick Jervis