



**LAW FIRM MARKETING CLUB**  
Resources. Insights. Research. Answers. Solutions.

## Power Hour Top Tips

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**c o n s o r t i u m**  
more than marketing

1. Have a strategy - fail to plan, plan to fail
2. Social media - the good the bad and the ugly
3. Networking - plan, execute and follow up
4. Cross selling - systems and processes
5. Speaking - put yourself out there (credibility)

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6. The power of story-telling. Clients rarely understand enough about what you do or what value you can give when they choose a lawyer. Tell them the story...
7. Price Hygiene – what processes do you have to make sure your team continue to charge enough and make the right profit? File review against price and profitability. Just like you review your files against quality each month... get the whole team together, pick files at random and review them against your department pricing and profitability plans. Make sure it's a 'coaching' style not a telling off kind of meeting!
8. Manage your referral partners properly. Do more than just a gin & tonic strategy... (take them out & get them drunk once a year!). Put in place a proper 12 month, multi layered plan with them – then you will both have earned the right to have even more gin!
9. Cross selling - Train your colleagues in what a good client looks like and how to ask the right questions to uncover the need for what you do.
10. Follow. Up. Every. Enquiry. - Hire someone to do it, automate it, outsource it, take it in turns, turn it into a game – however you do it, your marketing team will love you!



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11. **Make sure your website is working, even when you're not.** 46% of live chat conversations on law firm websites happen between 6pm and 8:30am or at weekends. Live chat software can sit on your website while outsourced agents have conversations with your visitors - and get new case details - while your office is closed.
12. **Keep your phone line open.** 69% of law firms we surveyed said it is the most popular way clients contact them. The most common reason for people to call is to schedule an appointment (47%), closely followed by needing a quick answer (36%). The reason why calls have increased is because people need an urgent response to their enquiry (47%) and because firms like to research online and then talk to firms to verify details (47%).
13. **Know when to be unavailable.** This feels counterintuitive particularly when solicitors want to capitalise on demand, but you can't do it all. Sometimes you need to be unavailable in order to get work done. Review your diary and consider which times can be set aside for focused work. People are more respectful of this 'concentrated time' than you might realise, so be bold.
14. **Test drive your firm's communications.** A recent report from the Legal Ombudsman showed that people were more likely to complain about poor communications than the cost of the legal service. Walk the client journey and see where your firm may fall down in terms of communicating with its clients - and be honest with yourself about it.
15. **Consign voicemail to the dustbin of history.** In this day and age, there is no excuse to rely on voicemail - especially when dealing with clients. Our data shows that 69% of callers will hang up at a voicemail greeting rather than leave a message. Make sure every call is answered by a person to level-up client service.



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SPECIALITY COFFEE

16. Define your workspace proposition such that it's attractive and motivational - your team should be very clear on the benefits of working from your office rather than home
17. Consider your company's position on ethics and the environment. Does it tick boxes and follow the crowd; or does it differentiate and inspire your team and clients
18. Walk your actual client's journey (or invite a third party to do so) into your workspace with a hyper critical eye - Does each touchpoint echo your brand's ambition, mission and values?
19. If you plan to continue using virtual meeting platforms to 'reduce friction', have you considered how to increase positive engagement and standout with remote attendees?

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**conscious**  
brand, design & marketing for law firms

20. Know what it costs you to acquire a) a new client and b) a new matter from an existing client. Without that information you cannot know how much to invest in marketing to achieve your business growth targets.
21. Core Web Vitals (CWV) is 'a thing'. Read about it, understand it, ask your digital agency to assess your website against the CWV metrics.
22. Email marketing. That's also 'a thing'. What do you mean you don't do it because no-one 'reads it'. Yes they do, you are just writing about the wrong stuff!



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23. Choose to respond not react! Easier said than done we know but this simple choice will help you to build trust with others.  
*There's a space between stimulus and response. When you react you often regret.*
24. It's enough to take 2 minutes to 'recover' - you don't need a full hour to reconnect.  
*Recovery is critical for our health and wellbeing; we can do this at any time and for short bursts.*
25. Ask someone 'How are you today?' and wait a few seconds for a response.  
*We often ask this question as a form of greeting and we don't listen out for all of the signals which would tell us how someone really is*
26. The next time you give feedback only think of the individual and what they should know to help them grow, not how you'd like them to adapt.
27. Spend 3 minutes writing down all of the things you are grateful for the next time you feel any sense of fear or anxiety.  
*Your brain can't deal with both of these things at once and you'll find the gratitude will drown out the worry*



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28. Know your 'Why'
  - Have purpose and ensure it's aligned to the 'big picture' (firm strategy & goals)
  - People don't buy what you do, they buy why you do it
29. Brilliant basics. Magic moments
  - Virgin Atlantic. Great service ... ice creams when showing a movie.
  - Be a bit more Red than Blue.
30. Google should be regarded as an 'answer service' not a search engine – it's a powerful source of insights into what your clients want e.g., they search for what you need to talk about (= your content).

The Law Firm Marketing Club  
[www.lawfirmmarketingclub.com](http://www.lawfirmmarketingclub.com)

The Law Firm Marketing Club was established In 2020 with a vision to provide law firms with the tools and insights to help them look after their clients, get more business, whilst saving money and time and improving their skills and know-how.

The benefits of joining as a member include:

- Unlimited access to all webinars and podcasts inc. recordings to download and share internally for legacy value
- Monthly collaboration meetings with other law firm members
- A quarterly 'conflab' with Clare Fanner
- At least 4 x relevant business books p.a. sent to you
- Quarterly 'expert' roundtable discussions
- 4 x invitations to LFMC networking events p.a.
- A range of training consultations and support from our partners

If you would like further Information or to join, please contact: [clare@findgetgrow.com](mailto:clare@findgetgrow.com)



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