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# **Marketing Workbook**

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# Marketing Workbook

This marketing workbook is intended to supplement your marketing efforts. Some of you may already have a good sense of the types of clients who you want to target, or your preferred tools for doing so. However, others may still need to make basic decisions in prioritizing your marketing efforts and dollars. This workbook will take you through the process of evaluating your existing client base, identifying potential clients and setting goals for growth of your firm through new clients. This workbook will also help you create your own personal portfolio of marketing tools to achieve your goals and devise a schedule for implementation. Once you complete these exercises, you can incorporate the final product into the marketing plan, which is attached as a separate document.

This marketing workbook is merely an aid – you do not need to complete all of it, and instead may skip directly to preparation of the marketing plan.

These are the exercises covered in this workbook:

- Exercise #1: Taking Stock**
- Excercise #2: “Idealism” - Your Ideal Client, Your Ideal Practice Areas**
- Exercise #3: Reaching Your Ideal Clients in Your Ideal Practice Area**
- Exercise #4: Identifying Your Ideal Marketing Tools**
- Exercise #5: Putting Together the Marketing Portfolio**
- Exercise #6: Your Ideal Schedule/Accountability Measures**
- Exercise #7 Follow Up/Evaluation**
- Appendix: Getting the Most out of Each Marketing Tool**

## **Exercise #1: Taking Stock**

Whether you come to solo practice directly out of law school or after several years in a non-legal position or after a lifetime at a law firm, you bring your past with you; a past rich with connections, contacts and a body of work that can help you to jump start your practice. Through this exercise, you will take stock of the contacts you already have and work that you can recycle for marketing purposes. I am confident that when you complete this exercise, you'll be pleasantly surprised at how much you have to work with.

### **A. Contacts**

When you start your firm, presumably, you'll send an announcement or invitation to virtually everyone you know. However, the purpose of this section is to identify those existing contacts you will potentially target more closely for referrals or as potential clients. For each section in Table 1a, try to name at least three to five contacts (of course, feel free to identify more) from different positions you've held or schools you've attended. It's very helpful to think in "categories." I've started off with some samples that you can delete in preparing your chart. In addition, you can also, if you prefer, set up your chart in another format.

TABLE 1a: Taking Stock Chart, Contacts

Source	Name	Contact Info.	Possible Connection	Lead Likelihood
<b>LAW SCHOOL</b>	Jane Smith	jsmith@yahoo.com 202-255-6111	In-house counsel at U. Ohio, possible seminar for students re: legal rights	Fair. Haven't spoken in 3 yrs, but helped her in job hunt
Law School				
Law School				
<b>COLLEGE</b>				
College				
College				
<b>PREVIOUS LAW JOBS</b>	Jon Jones	<a href="mailto:Jones@biglaw.com">Jones@biglaw.com</a> 202-345-6789	Referred 3 clients in past; has served as reference	Strong. Good contact, frequent connection.
Previous Law Jobs				
Law Jobs				
<b>PREVIOUS NON-LAW JOBS</b>				
<b>FAMILY</b>				
<b>FRIENDS</b>				

## B. Work Product

Throughout your professional career, you have likely created work product that you may be able to recycle as marketing material. The one caveat here is that you should focus primarily on material that is no more than two years or else prospective clients will wonder what you've been doing with your time since you wrote that law review article ten years ago! You can repurpose this material in a number of ways – uploading it to sites like JDSupra.com or other document archiving sites, posting it on a blog or a website as sample work product or updating it for publication as an article or blog post. In Table 1b, please list some of the materials that you might repurpose. I've included a list to give you some ideas.

DOCUMENT	How to Repurpose
Law Review Article	Upload to JD Supra; shorten/ simplify for trade publications; post on website. If just published, circulate to colleagues
Legal research memos	Repurpose research into general article, scholarly paper or topical FAQ.
Briefs & court filings	Upload to JD Supra, repurpose materials into opinion pieces
Published decisions (in cases where you assisted)	JD Supra, list on website, if current, write article
Newspaper articles	List on website
Blog postings	Link on website, alert colleagues, repurpose content into an e-book
Contracts, NDAs, corporate papers	Simplify and post as sample form on website [with caveats that forms are samples ONLY]; can upload to doc archiving sites
Checklists (e.g., due diligence, NDAs, non-competes) and handbooks	Can give away on website or blog as freebies (or make downloadable through autoreponder)

Exercise #1b: Now it's your turn to list documents with ideas for repurposing them.

	<b>Type of Document</b>	<b>Title</b>	<b>Date</b>	<b>Repurposing Ideas</b>
1.				
2.				
3.				
4.				
5.				

## **Exercise #2: Idealism – Imagining Your Ideal Client and Market**

Often, you'll hear marketers advise you to focus on your ideal client. Truth is, however, that the ideal client is inextricably related to the practice areas that interest you. For example, you have envision an ideal client as a small business located in your community that pays its bills on time and hires local talent. However, if you are interested in specializing in immigration law, chances are that these small businesses with small work forces won't have much need for your service.

For that reason, I've compressed the question of ideal clients and ideal markets into one exercise.

There are several types of markets, some of which you've already identified in your business plan:

- Ideal market (where you have a strong interest)
- Existing market (where you already have a practice specialty)
- Markets in demand
- Niche market

Part 2.a: Below are some questions to ask yourself about each type of market:

1. Ideal Market:

What types of legal issues fascinate me?

What are my strengths as a lawyer?

What kinds of clients would I enjoy working with?

What kinds of people am I drawn to?

2. Existing Markets

What practice areas or fields do I already have experience in?

Who are my contacts in these existing fields and are they likely to send me work?

What are some of the fields where I am I already well known?

What do I like and dislike about clients in my “existing” markets? Do I like these clients even though the market may not be ideal?

Outside of work experience, are there other areas where I have developed legal related work experience? (e.g., non-profit work, work at children’s school, etc...)

3. Markets Where There Is A Need

What are some evolving practice areas and trends where my skills will be useful?

What are emerging practice areas that will be in demand, where I lack skills, but could acquire them, and if so, how?



What do I like and dislike about clients in my “existing” markets? Do I like these clients even though the market may not be ideal?

What groups (of clients or businesses) demand the type of expertise that I could provide?

#### 4. Niche Markets

Of the markets identified above, what are some ways to further refine or “niche” my practice?

Do you have special interest or affiliation in a groups of certain gender or religious, cultural or sexual orientation?

Do you have a special interest, hobby or passion – pets, cooking, TV, etc....

Are there special categories within your practice area that might be a natural fit (moms, single mothers, green-friendly companies, foreign high tech workers, etc....)?

## Exercise #3: Reaching Your Ideal Clients in Your Ideal Market

To reach your target clients, you need to be familiar with their preferences, needs and demands. This exercise will help you to identify ways to reach those clients, both directly...and indirectly, through referrals. Try to be as detailed as possible in your responses.

### Exercise 3.a: Identifying Target Clients To Reach DIRECTLY

Where can your target clients be found, either online or offline? (e.g., shopping at Walmart, clipping coupons, participating in an online moms group, etc...)

Where do your target clients live or work?

What do they do for a living?

If they are companies, how large are they? Do they have inhouse counsel?

What are your target clients' interests?

What are your target clients' needs and/or problems?

What are the primary racial, ethnic, economic, political and social characteristics of clients?

What are your target clients' ages?

Are your target clients consumers? Business people?

How frequently do your target clients use lawyers?

Exercise 3.b: Identifying Referral Sources to Help Reach Target  
INDIRECTLY

What types of contacts have referred you (or your former firm) matters in the past?

Can you identify 3-5 potential referral sources?

What types of cases do you intend to target for referrals (smaller cases? Conflicts cases?, etc...)

Are your referral sources all lawyers? If so, where do they work? How do you know them?

Are your referral sources non-lawyers? If so, where do they work and how do you know them?

## Exercise #4: Identifying Ideal Marketing Tools

For this next exercise, you will rank each marketing tool based on five different metrics: likely effectiveness for clients and referrals, your affinity for the particular measure, cost and time intensiveness.

Step 1: For each category, assign a numerical rank, based on a scale of 1-5 (1 lowest, 5 highest) for the likelihood of a particular measure to attract your target clients and referrals, as well as your affinity for the particular measure. (e.g., you may give person to person networking a 5 but blogging a 1 if you consider yourself more of a “people” person but not as much a writer.)

Step 2: Assign an estimated cost factor to each activity, with H being High Cost, F Free and M mid-range. Use your own scale for determining these costs

Step 3: If an activity is particularly time intensive, e.g., requires at least 5 hours a week of time on a regular, ongoing basis, assign it a T for time intensive. If a project requires a large Time Investment upfront (e.g., writing a 50 page ebook) but is one-time, assign a TI. If activity is essentially time neutral, meaning you don’t expect it to take an inordinate amount of time, either insert TN or leave the space blank.

Step 4: Once you have finished the exercise, begin by temporarily eliminating (e.g., strike or highlight) those activities which have low ranks across the board (e.g., lower than 2’s, time intensive, etc...). The activities that remain should be your priorities for your marketing plan – though you may need to phase them in depending upon cost and time (you’ll make these decisions when you put your final plan together). Also, don’t completely rule out the activities that you struck out -- these are your “second string” that you may need to trot out down the road if your first line isn’t effective.

For more information on what to do to get the most out of each marketing tool, please consult the Appendix.

## Exercise #4 Select Market Tool Rating

Method	Client Effective (1-5 scale)	Referral Effective (1-5 scale)	Affinity (1-5 scale)	Cost (H, M, F)	Time Investment (N, T, TI)
<b>PtoP</b>					
Networking Events					
One on one meetings					
Mining Existing Clients					
<b>WRITING</b>					
Law review article					
Book					
e-book					
Client newsletter					
Short articles					
Interview-style articles					
<b>SPEAKING</b>					
Bar meetings					
Trade shows					
Meet-up					
Self-sponsored tele/webinar					
<b>GROUPS</b>					
Bar Group					
Trade Group					
Alumni network (law firm or school)					
Citizen group (PTA, neighborhood, nonprofit, etc)					
Start your own					
<b>MEDIA</b>					
HARO					
Press Releases					

Method	Client Effective (1-5 scale)	Referral Effective (1-5 scale)	Affinity (1-5 scale)	Cost (H, M, F)	Time Investment (N, T, TI)
<b>ONLINE</b>					
Website					
Blog					
<b>Ads"</b>					
Newspaper, trade press					
Google Ads					
<b>SOCIAL MEDIA</b>					
Linked In					
Facebook					
Twitter					
Legal OnRamp					
ABA (Legally Minded)					
<b>Directories</b>					
Avvo					
Justia/LII					
LawGuru					
For-fee Directories					
<b>Listserve</b>					
<b>DOC ARCHIVES</b>					
JD Supra					
Docstoc					
Scribd					

## **Exercise #5: Putting Together the Marketing Portfolio**

Now that you've identified some of the marketing tools that you want to put in place, it's time to add some specifics for your priorities. In this section below, you want to create the basics of your marketing portfolio – listing some of the marketing goals that you have (these will be transplanted to your formal marketing plan as well. Try to be as specific as possible with this list, and try to include a broad range of activities, based on your priority preferences listed above (note- I've listed all the categories, but based on your preferences, you may not have something listed in all of these categories which is OK). I've started you with an example.

### **A. PtoP Marketing**

#### **One on One meetings:**

1. Schedule meetings with energy law partner from AFirm, BFirm, CFirm, DFirm, Efirm. Will share my new ebook with them, so must have that done by meeting dates.
2. Monthly lunch or coffee to get to know other women lawyers who have their own law firms.

### **B. Writing**

### **C. Speaking**

### **D. Associations**

### **E. Media**

### **F. Online**

### **G. Advertising**

**H. Social Networking**

**I. Directories**

**J. Listserves**

**K. Document Archiving**



## Exercise #6: Scheduling and Accountability Measures

It is *critical* to establish a deadline, set schedules and devise other accountability measures or marketing will fall through the cracks. I recommend that you establish certain specific marketing deadlines for yourself, as well as block out periods of time to accomplish certain tasks.

It is also best to break down each piece of a task. For example, starting a blog will involve a list of discrete tasks: (1) the set up (either through designer or on your own); (2) populating sidebars and creating a month's worth of postings; (3) going live and announcing the blog and (4) keeping the blog updated. In the Appendix - 17 -, you will find each of the marketing items listed with a breakdown of the discrete tasks necessary to complete them.

I have not included a calendar template as part of this exercise, because frankly, you will need to these marketing tasks into some type of calendaring system that will *alert* you in advance to the deadlines. In addition, you will also need to use the calendar to block out regular times for accomplishing tasks.

You can integrate your marketing schedule with your regular calendar system, or use an online calendaring solution like Google Calendar or Zoho. Both features are free and allow you to set an "event alert" so that you will receive an email in advance of the task deadline.

For accountability, consider using a virtual assistant, a colleague or even a spouse who will be cc'd on the dates that you set and prod you to meet those deadlines.

Below is a worksheet that you can use to outline a marketing plan for the year and subsequently transplant it to an online calendaring tool. Use the items that you've identified as priorities in Exercise #5a to fill in your calendar, along with the breakdown of discrete tasks from Appendix 2 to plot and plan your schedule. Schedule out as far as you can – at least 3-4 months, then re-evaluate.

Exercise #6: Calendaring Your Activities:  
[some examples included- much easier to do on online calendar.  
Include as much detail as you like]

## **January 2009**

### **Macro Goals/Deadlines – Get blog started, 5 appts. scheduled**

Jan. 5-11, 2009 – set up blog on free Wordpress platform, research links to related blogs to include in blogroll

Jan. 11-17 daily blog posts (5:30 am – 6:30 am) on FAQ issues  
Schedule 5 coffee meetings – email first, then phone follow up and schedule for W or Th. 10 am or 2 pm over next 5 weeks.

Jan. 18-23 blog posts, 3 times weekly (5:30am – 6:00am, M, W, F)

Jan. 24-31 blog posts, 3 times weekly (5:30am – 6:00am, M, W, F)  
W., 10am – coffee at Starbucks with Ms. Jones, ABiglaw

## **February 2009**

Feb. 1-6 blog posts, 3 times weekly (5:30am – 6:00am, M, W, F)

Feb. 7-13 blog posts, 3 times weekly (5:30am – 6:00am, M, W, F)

Feb. 14-20 blog posts, 3 times weekly (5:30am – 6:00am, M, W, F)

Feb. 21-28 blog posts, 3 times weekly (5:30am – 6:00am, M, W, F)

## **March 2009**

### **Macro Goals/Deadlines – Blog up and running, continue meetings, Begin ebook and learn to use autoresponder**

Deadline – March 1, 2009 Blog up and running

**April 2009 – formal evaluation of marketing goals**

**May 2009**

**June 2009**

**July 2009**

**August 2009**

**September 2009**

**October 2009**

**November 2009**

**December 2009**

## Exercise #7: Follow Up and Evaluation

If you've come this far, congratulations – you are officially ready to draft your marketing plan. Exercise #7 is one which you can put off for 3-6 months, because it's the exercise where you will evaluate your marketing efforts.

There's a place in your marketing plan for including ROI and budget numbers. This chart, however, provides you with an additional template to evaluate each measure.

Columns 1 and 2 are financial metrics to calculate ROI- how much money did you spend on each measure and how much business did it capture.

Column 3 lets you evaluate how much traction or potential the activity may have by examining the number of inquiries it generated.

Column 4 and 5 allow you to account for intangible benefits associated with the tool.

Column 6 is the decision column – whether you will continue the activity for the next 6 months.

Feel free to add specific activities to replace these general categories.

## Exercise #7 Evaluating Market Tool Rating

Method	Cost (\$\$s)	Revenues (\$s)	#Inquiries	Publicity	Other Benefits	Repeat?
<b>PtoP</b>						
Networking Events						
One on one meetings						
Mining Existing Clients						
<b>WRITING</b>						
Law review article						
Book						
e-book						
Client newsletter						
Short articles						
Interview-style articles						
<b>SPEAKING</b>						
Bar meetings						
Trade shows						
Meet-up						
Self-sponsored tele/webinar						
<b>GROUPS</b>						
Bar Group						
Trade Group						
Alumni networking (firm or sch.)						
Citizen Group (PTA, nonprofit, etc...)						
Start your own						
<b>MEDIA</b>						
HARO						
Press Releases						

Method	Client Effective (1-5 scale)	Referral Effective (1-5 scale)	Affinity (1-5 scale)	Cost (H, M, F)	Time Investment (N, T, TI)
<b>ONLINE</b>					
Website					
Blog					
<b>Ads"</b>					
Newspaper, trade press					
Google Ads					
<b>SOCIAL MEDIA</b>					
Linked In					
Facebook					
Twitter					
Legal OnRamp					
ABA (Legally Minded)					
<b>Directories</b>					
Avvo					
Justia/LII					
LawGuru					
For-fee Directories					
<b>Listserve</b>					
<b>DOC ARCHIVES</b>					
JD Supra					
Docstoc					
Scribd					

# Appendix 1: Breakdown of Tasks for Marketing Activities to Get the Most out of Them

## A. P to P Tools

### 1. Common “Ice Breaker” Techniques for P to P

#### a. Excuses to Connect/Reconnect

- i. email a note about recent events
- ii. Search website for topic of mutual interest
- iii. bring up news of a former colleague you’ve run into
- iv. seek advice on a vendor or service provider
- v. Invite them to an event of interest or a talk you are giving
- vi. Ask them to serve as reference or referral
- vii. Give them a testimonial on Linked In or Facebook
- viii. Get together to brainstorm new trends
- xi. Any other reason to get together / reconnect

#### b. Conversation Starters

- i. What’s your interest in this event?
- ii. What’s your impression of the speaker / workshop, etc?
- iii. What are some of the challenges your industry / you faces?
- iv. Have you used lawyers in the past? What has been your experience?

#### c. A few ideas for asking for Referrals/Other contacts

- i. “I would be interested in meeting to discuss ways we might be able to work together....

- ii. I just started a law firm and would like to be able to have a few minutes to get together and get a sense of what your experience has been practicing in this area.
- iii. I've been setting up meetings to brainstorm about XYZ and I'd love to meet with you about that [and am willing to share results].

If no, "Do you know anyone else I can meet with?"

## 2. **Networking Events**

- a. Identify networking events, three months out to schedule
- b. Purchase ticket and book event
- c. Bring business cards
- d. Meet and follow up with emails, future business opportunities

## 2. **One on One Meetings**

- a. Identify potential contacts for meetings
- b. Initiate contact by e-mail (*not a form!*) or phone
- c. Allow 2-6 weeks to book dates to accommodate potential contacts
- d. Prepare information packet for contact (resume, business card w/ email links, articles or sample work product)
- e. Reserve restaurant (if lunch or dinner event)



- f. Send email reminder 1-2 days ahead of time
- g. Meet
- h. Follow up and thank you

### **3. Mining Existing Clients**

- a. Review data base/contact sheet of past clients
- b. Set up Google news email alerts to send information about clients and competitors
- b. Devise ideas for contacts
  - announce blog
  - news article of interest
  - newsletter announcement
  - information re: new laws, inquiry re: changes in family status
- c. Initiate phone calls and letters w/ action (e.g., call for free review of will, meet for lunch, etc...)
- d. Follow up with appointments

## **B. Writing**

### **1. Overview - Tips**

- a. Try to write in blocks – e.g., 3 blog posts at once, articles at once
- b. Interview people for article
- c. Offer to co-author a piece for a more experienced attorney to get better article placement

### **2. Law Review**

- a. Identify topic
- b. Research and write
- c. Locate potential publications
- d. Submit article
- e. Order reprints and circulate

**3. Newspapers**

- a. Identify topics
- b. Identify co-author, if any
- c. Identify deadlines for special issue publications
- d. Write articles (block time to write 2-3 at once)
- e. Submit
- f. Prepare short bio to accompany article (name, email contact, website)
- g. Link to site, circulate articles
- h. Publicize publication of article

**3. Trade press**

- a. Identify topics
- b. Identify co-author, if any
- c. Identify deadlines for special issue publications
- d. Write articles (block time to write 2-3 at once)
- e. Submit

- f. Prepare short bio to accompany article (name, email contact, website)
- g. Link to site, circulate articles

#### **4. Ebook**

- a. Identify topic
- b. Decide on whether to use own templates or retain designer
- c. Write ebook
- d. Install auto-responder on website for downloads or have webdesigner do it
- e. Circulate ebook for “reviews” to other bloggers
- f. Upload e-book excerpt to auto-responder site

#### **5. e-newsletter**

- a. Create e-newsletter template
- b. Decide on topics and sources of information
- c. Identify sources to purchase “canned” content if that is choice
- d. Set dates for newsletter publication
- e. Set up contact list to transmit newsletter
- f. Create newsletter sign up at website
- g. Create link in email signature bar to request newsletter

## C. Speaking

### 1. Overview of Tips

- a. Speaking engagements usually require 3-6 months lead time to identify events
- b. Ask clients/contacts about potential speaking events
- c. Sign up for meet-up and eventful.com to find speaking sites
- d. Always bring digital recorder and tape your talk (to repurpose)
- e. Invite colleagues to talk
- f. Issue press release
- g. Encourage audience to follow up with Qs
- h. Distribute hand-out packet
- i. If possible, stand at the entrance and greet attendees personally
- j. Follow up with audience members after the speech
- k. Upload powerpoint to Slideshare.net
- l. Thank organizers who invited you
- m. Identify opportunities to repurpose speech content

**2. Bar events**

- a. Organize panel and act as moderator, if now speaker
- b. Is your ideal audience at bar events?

**3. Trade Shows**

- a. Identify trade show
- b. Prepare and submit abstract
- c. If chosen, negotiate terms (will trade show comp attendance? Give you free tickets for others?)
- d. Follow steps in general overview

**3. Meet Ups**

- a. Identify meet up group
- b. Attend event for reconnaissance
- c. Send introductory email
- d. Follow steps in general overview re: speaking

**4. Host Your Own Teleconference/Webinar**

- a. Identify topic
- b. Publicity is key – how will you publicize?
  - i. Website
  - ii. Local news paper
  - iii. Signs (e.g., library, grocery if consumer events)
  - iv. School newsletters, neighborhood association circulars, etc...
- c. Set Up
  - i. Secure phone line and/or dial in webservice

- ii. Create registration (Acteva or Aweber, other?)
- iii. Prepare materials
- d. Follow steps in general overview re: speaking

## **D. Associations**

### **1. General Overview**

- a. Questions to ask:
  - i. How much does association cost?
  - ii. Whom does it let you access (Clients? Referrals?)
  - iii. What are opportunities for visibility / responsibility?
  - iv. What kind of time commitment can you make to group?

### **2. General Advice**

- a. Take the lead on committee
- b. Volunteer to contact other speakers / members (excuse to reach out)
- c. Volunteer to serve as secretary (visible position)
- d. Better to be very involved in 1 association than ½ present in 5.

### **1. Join bar association**

- a. Identify different bar associations and sections
- b. Possibly contact others in group to learn value
- c. Position for nomination if needed to join
- d. Calendar committee meeting dates on your schedule
- e. Develop ideas for leading events
- f. Reach out to other committee members for lunch, coffee, etc...for your own business development

### **2. Trade group**

- a. Critical question: How many lawyers are members? Fewer the lawyers, higher priority to join
- b. Same protocol as bar associations

**3. Law Firm alumni/school alumni**

- a. Identify group
- b. Provide requisite contact information to sign up
- c. Regularly check data base for potential contacts to connect with
- d. Calender events of interest

**4. Citizen/school groups**

- a. Identify group (PTA, non-profit, citizens advisory group, etc...)
- b. Question: How can you showcase your legal skills in participation?
- c. Attend events and take lead
- d. Meet with possible contacts generated through group

**5. Start your own**

- a. Identify type of group (women lawyers, Akron bankruptcy lawyers, trade group)
- b. Identify colleague to start group with
- c. set up website/blog, google group or other means to communicate
- d. Read additional handout “Start your own association to build referrals, relationships and reputation)

**E. Media**

**1. HARO**

- a. sign up at <http://helpareporter.com/>
- b. Field requests as necessary

**2. Press Releases**

- a. Identify free press release sites (use Google search)

- b. Submit speaking events, published articles and select stories to Free PRs (don't do too frequently or you will overload audiences)

## F. Online

### 1. General Overview

- a. Decide- website v. blog
- b. Decide – hire pro or DIY
- c. Set strict deadlines for coming online
- d. MUST have some web presence from Day#1, no matter what it looks like (even a placeholder)
- e. Reserve domain names early as possible
- f. Review book on SEO to figure out how to maximize SEO online (can start w/ my Piece, *How A Lawyer Like You Can Get Found Even if SEO Concepts Have You Lost* - <http://tinyurl.com/5p277t>)

### 2. Questions for Web/Blog Designers?

- a. Cost?
- b. Experience dealing w/ lawyers or professionals
- c. Portfolio (do searches on sites/blogs in portfolio to self-test SEO)
- d. Amount of time to design
- e. Where is site hosted? How frequent is back-up?
- f. What kind of support is available?
- g. What kind of value adds? (courses or handbooks on blogging? Featuring blogs as part of network?)
- h. Cost for subsequent changes in design
- i. Ability to incorporate ecommerce features or autoresponders

### 2. Websites

- a. Review at least one book/website on “what makes a good website”
- b. Reserve domain name
- c. Retain designer or design yourself
- d. Write copy: About page, contact information, practice areas, FAQs, article links
- e. Seek feedback on site from friends/colleagues
- f. Add website to email signature & biz cards



- g. Announce website to colleagues

### 3. **Blogs**

- a. Review sites like Lexblog or BlogforProfit for tips on building a good blog
- b. Reserve Domain name
- c. Retain designer or design yourself
- d. Identify blogs to link in blog roll
- e. Set up RSS feed to follow news for blog stories
- f. "Stockpile" blog with 4-6 weeks worth of posts before public launch
- g. Solicit feedback on blog from colleagues
- h. Build relationships with other bloggers to get cross posts and more visibility
- i. Sign up for accounts like Digg to submit posts & increase visibility; sign up for Twitter and create feed to feed blog posts to Twitter from your blog
- j. Install google analytics or some stat counter on blog to review traffic, stats and sources

## G. **Ads**

### 1. **General**

- a. Ads must often run over long period to make impression
- b. Set budget and stick to it!
- c. Have a "call to action" (e.g., call our # and get free ebook)

### 2. **Print ads**

- a. Favor local – local paper, local phone books (where cost is cheaper)
- b. Look for niche (e.g., mom's magazine, immigrant newspaper)
- c. Budget for regular ad
- d. Monitor ROI

### 2. **Google Ads**

- a. Read blogs on Google ads and tips
- b. Review resources at Google Ads and set up account <https://adwords.google.com>
- c. Research keywords

- d. Set limits for monthly spending
- e. Review results regularly

## H. Social Networking

### 1. General Overview

- a. Better to have small number of robust profiles than 10 with minimal information
- b. Evaluate different sites decide which to focus on
- c. Once profile is set up, link to profile
- d. Fill out testimonials for others, seek testimonials for your site
- e. Review *Social Networking for Lawyers* for more instructions on setting up site
- f. Be sure to have photo taken for each site!

### 1. LinkedIn

- a. Set up profile
- b. Upload photo
- c. Invite others to link to you
- d. Provide testimonials to others
- e. Seek testimonials

### 2. Facebook

- a. Set up profile
- b. Upload photos (personal and professional albums)
- c. Invite others to link to you
- d. Provide testimonials to others
- e. Seek testimonials

### 3. Twitter

- a. Set up account
- b. Read posts like this one on using Twitter - <http://blog.guykawasaki.com/2008/12/how-to-use-twit.html> or Grant Griffiths series - <http://tinyurl.com/5qhww7>
- c. Identify people to follow

d. Use Twitter to post blog posts get to know other people

**4. LegalOnramp**

a. Invitation only at this time

**5. Legally Minded (ABA)**

a. Relatively new ABA site – may need more time to gain traction

**I. Listserves**

a. Identify listserves for participation

i. Solosez (ABA 3000 person listserve)

ii. State bar listserves

iii. Specialty bar sites (e.g., Trial Lawyers site, Association of Employment Lawyers)

**J. Directories**

**1. General Overview**

a. Evaluate sites and learn about how they work

b. Add enough to profile to increase ratings

c. Spend 1-2 hours per site to stock profile

**2. Avvo**

a. Learn about ranking to decide whether to claim profile

b. Decide whether to answer user Qs

c. Stock profile w/ all speeches, articles, etc....

**3. Justia/LII**

Same as above for Avvo.

**4. LawGuru**

Same as above

**5. For fee Directories**

Sites like Legalmatch.com, Nolo.com have for fee directories; Avvo recently added pay-for-listing to supplement free:

- a. What is the cost? What are benefits offered?
- b. Can you talk to members to get information about their experience with site?
- c. Do "SEO" test – see how members render in Google searches
- d. Are short term trials available
- e. Proceed with caution – costly services, benefits may be questionable unless significant value adds involved.

## **K. Document Archiving Sites**

### **1. General Overview**

- a. Can upload documents for other users to view
- b. Evaluate what is client confidential, etc...
- c. Repurpose content for upload
- d. Register for accounts with all sites

### **2. JD Supra**

### **3. DocStoc**

### **4. Scribd**