

30 FREE* Ways to Market Your Law Practice



* or almost free

Presented by Nora Riva Bergman, J.D.

Rule #1

**EVERY
THING**
— IS —
Marketing



1

Make marketing a habit.

Up to 90 percent of our behavior is based on our habits.



2

Do what you love.
Make marketing a habit you *love*.



3

Have a plan!

Even a simple plan is better than no plan at all.



4

Clean your office.

Clean your car.

Shine your shoes.



5

Help your receptionist be . . .



6

Improve your clients' experience with your firm.



7

Get a digital photo frame.*



*almost free

8

Know what makes you "you."



9

Know who your best clients are.
Know where they come from.



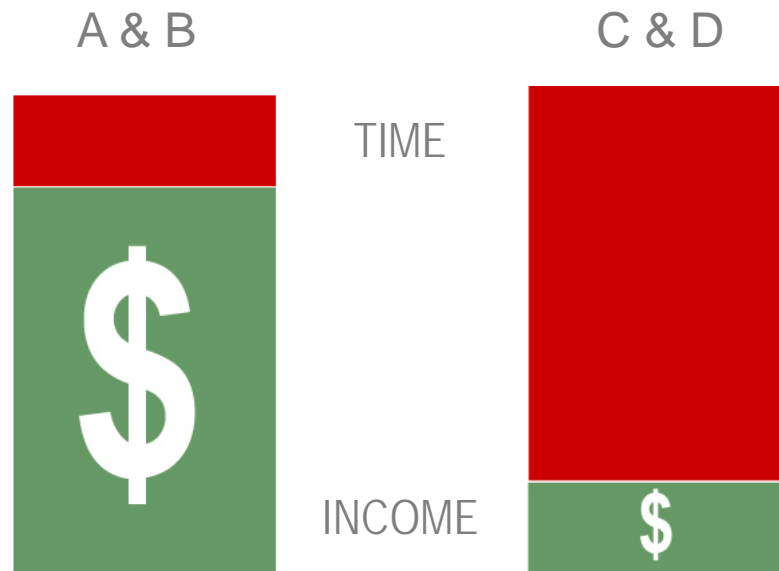
10

Stop taking "D" clients.
Fire a few "D" clients.



11

The 80-20 Rule rules!

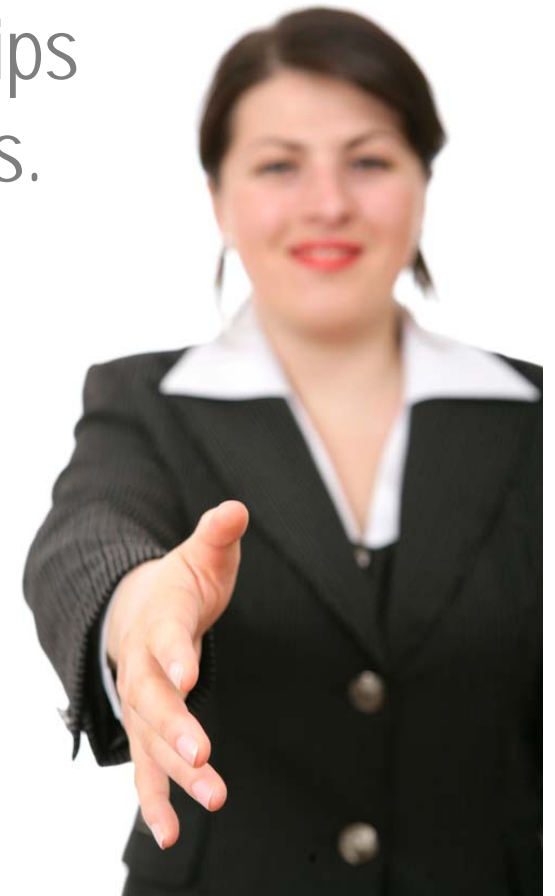


12

Cultivate relationships
with referral sources.

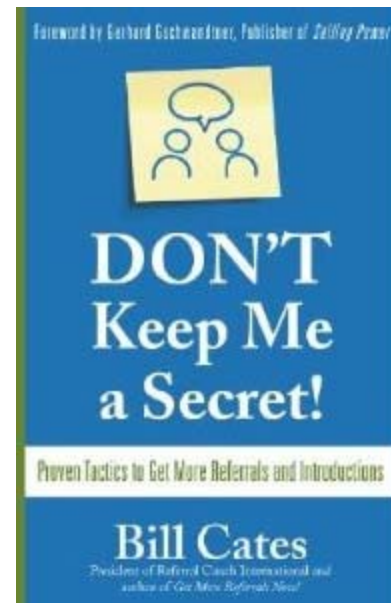
[READ]

Make friends!



13

Get comfortable asking for referrals.



14

Always say "Thank You."
Handwritten notes make an impact.



15

Plan 3 FTF meetings each week.



16

Speak!



17

Host a lunch & learn in your office, or at a client's office, or at referral source's office.*



*almost free

18

Write articles for your bar association's newsletter.



19

Blog.*

*resources

www.copyblogger.com/blog

www.blogpreneur.com

www.lexblog.com



20

Harness the power of social media.

Around 15 million people log into LinkedIn every day.

All Florida lawyers have an Avvo profile.



21

Create your profile on LinkedIn.*
Update your profile.
Build your network.
Join meaningful groups.

*resources

[How to Create a LinkedIn Profile
That Really Connects](http://learn.linkedin.com/)
<http://learn.linkedin.com/>



22

Start your own group on LinkedIn.



23

Turn online connections into offline relationships.



24

Claim your Avvo profile.
Complete your Avvo profile.



25

Get endorsed by colleagues.
Let your clients know you're there.

*resources

www.avvoblog.com



26

Update your website.

Add video.

Link your professional email to your web domain.

*resources

www.themodernfirm.com

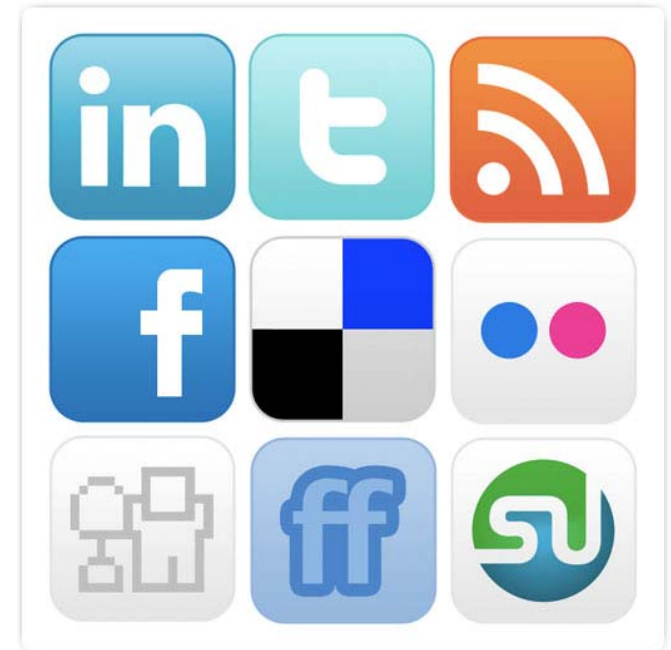
www.amicuscreative.com

[The Lawyers' Video Studio](#)



27

Connect your social media sites to your website.



28

Get organized.



29

Work your plan.
Do *at least* 3 things each day.



30

Measure your results.



31 Have
fun!

Questions?



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