MARKETING FOR LAWYERS:

8 Profit Accelerators You Must Have In Your Law Firm

8 Profit Accelerators You Can “Trigger” In Your Law Firm Starting Right Now…

Your law firm wants to be great.

It has greatness in it.

All law firms have the potential to be that great business. In this short book you’re going to learn how to trigger 8 Profit Accelerators that will create a breakthrough for your firm at its core.

The breakthrough starts when you stop thinking of your law firm as ONE thing, and divide your law firm into “3 key divisions”:

- Before Representation Unit
- During Representation Unit
- After Representation Unit

I have an overriding formula that I use for everything I do when looking at law firms. The basic context involves looking at law firms in those 3 parts listed above: *Before Representation, During Representation, and After Representation*. It is the simplest, broadest context we can apply.

When you look at it, it gets deeper and deeper, but when you look at your Law Firm in those terms, as 3 independent units – each with their own distinctly measurable monetary goals and their own impact areas – you’ve got the formula.

If you really get this idea and you really get this concept of looking at Before Representation as the unit of your business in charge of finding, identifying, educating and motivating people to hire your law firm for the first time, then you'll really understand what Before Representation is about.

If you look at During Representation as the unit of your law firm that delivers the experience that people have when they’re doing business with you, starting from when they hire you and continuing until the moment the case is completed, you have your During Representation experience.
And then, After Representation is all about nurturing lifetime relationships and building a lifetime relationship with all of the people who already know you, like you, and trust you, so that they'll do business with you again allowing you to orchestrate referrals.

That’s sort of the broad picture. There are so many different ways to apply this; so many different ways to diagnose where a law firm has the biggest opportunity.

When you look at it, what I find is that lawyers are usually focused one of the three as their primary focus. Sometimes only focusing on their current client and trying to keep up with what comes at them every day.

I find that a lot of law practices have their past client lists and they only work with those people. Those kinds of lawyers are ones that say, and are sort of proud about it, they say *"Well, I don't advertise", or, "I don't do any marketing"*. It's almost like a badge of honor. That's how they feel about it. They don't feel that they need to.

But every time I hear it, it makes me so sad to think that they're limiting themselves in so many ways.

The thing is, when you break something down, like your firm, into something so simple, like the 3 units, and you know that that's where you're looking now, you allow your creativity to really flourish within that context.

With Before Representation and each additional level that we drill down to, we're getting more and more specific and more detailed in our approach. So, underneath those 3 overriding contexts of Before, During and After, there are **8 Profit Accelerators** that lie underneath these particular units of your law firm.

When you get right down to it and start examining each one of these units, there are many ways to apply these Profit Accelerators to any law practice.

There's an excellent TV show called *"How It's Made"* on the Discovery Channel, where they go through manufacturing processes showing assembly lines and the like, illustrating how all of these different things are made, like screwdrivers or candy.

They travel around the country and show the different manufacturing processes, narrating how they work and detailing each of the simple steps in the process.

It's amazing how complex these things are, yet how simple and elegant everything is when what goes into engineering the process is revealed.

That show is sort of mesmerizing. I watch it a lot. I stumbled on it I don't know how many years ago, but it was quite a while ago. When the show first came on, I caught a marathon of it and watched maybe 3 hours straight.

When I watched this show, I found that it stimulated a part of my brain that focuses on visual, moving processes which led me to think about every process of a business.

There's something that happens in your brain when you expose it to this type of thinking – I highly recommend this to anybody. Go to YouTube and search for *"How It's Made"* and watch some of the episodes online.

I guarantee you, by watching these processes unfold, you will have a different perspective on your own business. You'll start to imagine, *"If my law firm was an assembly line – if my law firm was a moving process – what raw materials would I need at one end and what would be the process necessary to get through that whole assembly line?"*

There may be 50 different processes that something goes through to come out the other end as a gumball or a screwdriver or a motorcycle helmet; some involve people and some are completely automated.

Wherever you can, in your law firm, think about how you can automate the process of delivering *your* service and think about it as a moving assembly line that you can narrate. This is a great idea and the exercise really brings clarity.

So, what I did with this whole *"How It's Made"* idea was think about a law practice underneath that Before, During and After context as a moving assembly line that you can visualize as a living, moving process.

What has to happen along the way?

How is your business working?

Could you explain to someone how your law practice works, as if you were narrating an episode of *"How It's Made"* featuring YOUR law firm?

That is an incredible thinking exercise for you.

But for now, let's break it down a little bit and focus on the Profit Accelerators in each of the 3 units of your firm.

In the Before Representation unit, there are 3 Profit Accelerators that are completely adaptable to any law firm…..

Profit Accelerator #1

Narrow Your Focus and Select ONE Target Market (at a time)

The first Profit Accelerator in the Before Representation unit, is selecting a single target market.

When I talk about the idea of target market selection, it makes everything fall into place underneath that one guiding idea.

Who are you going to serve?

You've seen the consequences of not selecting a target market play out in lots of failed law practices.

The big mistake that lawyers make is trying to think about and capture the broadest possible audience for their business, trying to be too much to too many people. Trying to be one-size-fits-all, being broad versus narrow, thinking about the forest and instead of the individual trees, and not realizing that individual trees have different needs.

It's like being a farmer versus being a soybean farmer.

For instance, take somebody being in a car accident vs. somebody being in a car accident suffering a broken bone – this is a different target market.

Somebody with a head injury would be another target market.

Somebody hit on a motorcycle would be yet another target market.

When you really start thinking about your law firm and start looking at all of the different people you could serve, tell me – how many different possibilities are there?

When you start to really identify them, some of them are going to jump out as potentially the most profitable niche in your market.

Often, if lawyers are just serving everybody they possibly can, they may find out that the top 10% or 20% of the clients they're working with are providing 80% of the profit, and the other 80% are providing the majority of all of the headaches and none of the profit.

Knowing your most profitable, easiest target audience gives you complete freedom to focus your efforts on a *"let's get more of the more profitable clients"* approach to marketing.

Let's use a photography business for example...

Now, most commercial photographers probably want to cast as wide a net as possible so they can get as much business as they can. If you look at how they position their businesses, they're probably calling themselves something to do with their name, such as:
John Carter – Photographer specializing in:

- Commercial photography
- Weddings
- Portraits
- Events
- Parties, etc.

The idea being, John doesn't want to LIMIT himself in any way.

Seems natural. If we make the "pie" bigger, and don't limit the types of people we can serve, we only need to get a little piece of it and we should be ok.

Contrast that with a commercial photographer in the UK who has narrowed their target market quite cleverly…

Check out the website WeShootBottles.com

If you are a manufacturer or marketer of something that comes in a bottle, and want to get the best possible photos of your product, would you trust it to just any commercial photographer who lists "Product Photography" on a long laundry list of things they just happen to photograph? Or would you rather trust your bottles in the hands of someone who focuses ONLY on photographing bottles?

Now, I can hear you already saying *"But I don't want to limit myself to just shooting bottles!"*, or, *"I don't want to limit myself to one segment of the market".*

Perfect!

I'm not suggesting that you limit yourself in any way. I'm suggesting that you pick ONE target market, and make DOMINATING that target market your absolute focus.

Then, when you're dominating that single target market, move on to a second target market, and start dominating that one too!

One target market at a time.

Ok, you're a Personal Injury lawyer and you handle all types of Personal Injury cases, and after reviewing your fees over the last 3 years, you notice that 50% of your fees came from Brain Injury cases, then you must realize that you should target Brain Injury cases for several reasons. The main reason being that you have a track record of being successful with Brain Injury cases.

Simply said, that should be the target market you go after and try to dominate. Once you dominate that market, go after motorcycle cases since they produce the most Brain Injury cases resulting from accidents.

There's a lot of psychology in it, along with anthropology, where you're getting to know and understand who your target market is. It may not seem like you're doing any marketing, per se, but you are laying the groundwork for each of your next steps to fall into place.

Triggering this one Profit Accelerator alone, is always an eye-opening experience.

If you start thinking about these Profit Accelerators as a Blueprint or the map of where you're headed, it will help you as you address each of these areas of your law practice for as long as you're in business, making this lifelong journey with your law practice more rewarding and purposeful.

You're going to be constantly improving, adapting, applying new technologies, and taking advantage of new opportunities that come around, but this context n which you're going to start viewing your practice, is going to last you the next 20 years.

The context is not going to change.

20 years ago, you had to select a single target market, and 20 years from now you're still going to have to select a single target market.

I'm very conscious of making sure that what we're talking about here are bedrock things. These are the things that are constant. These are the things you can bank on being true years from now in your business. This is the framework you can look at to develop the most lucrative business possible.

I always look at these like the DNA building blocks of every law practice breakthrough. You take these DNA building blocks, and they become very different functioning in the particular type of practice you have.

Any type of law practice has the same DNA building blocks available to them that can grow into the ideal scenario for whatever they need to be applied to. It's the **activation** <u>and</u> **application** that are key.

Profit Accelerator #2

Use Direct Response Offers to Compel Prospects to Call YOU

The second Profit Accelerator is compelling prospects to call you.

This is where we start applying direct response marketing principles.

There's nothing more exciting than transforming your life from being a manual labor prospector into an automated marketer. It's quite fun when you start applying the direct response principles that those in the know talk about.

There are a lot of different ways to compel prospects to actually visit your website, pick up the phone, call you, and visit your office. Your focus <u>must</u> be compelling prospects to call you.

And when I say call, I don't necessarily mean on the telephone; they can call upon you over the internet, basically, they can call upon you through many different means of communication, be it physically or electronically, and of course traditionally over the phone lines. So, compel is an interesting word.

I remember Dan Kennedy would always talk about how your advertising needs to be compelling. Compelling like when you're driving by an auto-accident, and all the people in front of you are slowing down, rubbernecking, if you will, and everyone's screaming, "Idiots! Morons!", while they gawk at the car accident to see if anyone's hurt, dead, maimed, whatever. It's morbid curiosity and people get angry because traffic comes to a standstill. Then, without even realizing it, the moment you drive by it, you slow down and become one of those rubberneckers yourself!

That wreck, in and of itself, is compelling. You can't *not* pay attention.

So basically, if you want someone to respond to your advertising, to your marketing, to your website – you need to set it up so that it's very hard to resist. If you're selecting the right target market – meaning they've been identified as someone interested in what you're selling – then your message should be compelling. You want to move them into action.

Here's a simple headline as an example:

Free Book Reveals
7 Fatal Mistakes Victims
Of Auto Accidents Make
(and how to avoid making them)

It could be worth tens of thousands, hundreds of thousands, maybe millions to some of the lawyers reading this right now. That headline compels people to raise their hand and ask for the information. Period.

Joe Sugar talks about triggers that make people respond to ads. One trigger I see many lawyers use is *greed.* Their ads and marketing pieces pull in prospects who are greedy and want all the money they can get! The trigger I like to use in my headlines is *fear of loss*. People who respond to the headline above are not greedy, they want what they are entitled to and nothing more, but they also don't want to be screwed over, taken advantage of and end up losing what they are rightfully entitled to. They just want what they are justly due and nothing more.

Both are strong triggers for lawyer ads and marketing campaigns. But, *fear of loss* works beautifully when educating your prospects since they want to learn more and more of what they are rightfully entitled to.

Finding a trigger that works is key to the above formula. It's a winning formula and can be applied in any number of ways.

That is what's so fascinating about marketing – we're constantly seeking out, developing, and pioneering new ways to apply what we already know to compel prospects to call.

The big mistake that lawyers often make is that they think compelling prospects to call you means getting your name out there and getting people to know what your business is. That's not it at all.

Sometimes, the very best thing you can do is put your ego aside and focus only on what <u>they</u> really want – only what your prospects really want – without even one mention of YOU or your business up front.

Robert Collier talks about entering the conversation that's already going on in your prospect's mind. Once you select your target market, you're not going to try and convince people to do something; you're going to get their attention by showing them how to do something that's already on their mind. They're already thinking about how to do this.

When you put your selfish needs aside and you're able to focus on them – that's when the real magic happens. That's when the real breakthroughs happen. And that's what I've been talking about. There are any number of ways to do that, with offering people consumer awareness guides, free reports or free recorded messages that all have compelling titles. You only need to articulate what your potential clients really want, in ways that compel them to call and get that information.

They don't see any sales tactics involved in the offers. They see that it is completely and exactly what they're looking for...information. So, they feel safe to call.

But all the while, here you are, thinking like a chess master. And you know, and world-class marketers know, that simply taking that first step sets off a sequence of events, that within 2 or 3 more moves, will result in them meeting with you in your office, or you meeting with them in their home. But you didn't put pressure in the ad itself, or in the postcard or sales letter, or whatever media you used.

You're just starting with the process of getting them to raise their hands. You're telling them to call, so they identify themselves to you. And then, you move on to the next step…and then the next.

The point is to stop using advertising about YOU and start using advertising about THEM.

Profit Accelerator #3

Patiently and Systematically Educate and Motivate Prospects to Meet You… When They're Ready

The third Profit Accelerator is to educate and motivate your prospects to meet you.

This is really about lead conversion. This is where the real skill comes in, knowing how to set things up, so that prospects *want* to meet with you.

The key is that you understand they will only meet with you when *they* are ready.

Let's just use an example of injury victims learning how the claims process works and they're calling and listening to a free recorded message.

Well, that free recorded message, or free report if that was the case, is the thing that starts the process of educating and motivating your prospects to meet you.

And, that "meet you" is the part where the actual transaction is going to occur – whether that's coming into your office, or attending your injury workshop to learn more about what to do after an accident – this is where you start your sales process.

You can't just educate people and send them free reports and expect that they will just line up to come in to see you.

People need prompting.

We're all basically shy and reluctant to start an interaction.

We've all been raised to not impose on people and not to expect people go out of their way for us.

It goes both ways.

That thinking makes us meek in the way we talk to prospects. We say things like "If there's anything I can do for you, or if you have any questions, don't hesitate to give me a call, I'm more than happy to help"

Now, we may be sincere in saying that, but it's a very weak proposition.

We're essentially asking our prospects to be the leader and initiate the next step by asking you for something which you would be happy to provide.

The problem is, most people don't like asking for anything. However, we're helpless against people offering us something, because we equally don't like to reject people.

It's a strange social dynamic.

I often use an example of bringing you into my home, sitting you down in the living room, and saying, "If there's anything you want to eat or drink, there's lots of stuff in the fridge…just feel free to help yourself. I'll be in the other room, if you need anything just holler."

Again, I would be completely sincere in that offer, and I would love it if you would feel comfortable enough to help yourself to something in the fridge, but I know that's not what you would do.

You would feel uncomfortable imposing like that. It's the way we're raised.

Now contrast that with me coming into the living room with a plate of freshly baked cookies, holding them right in front of you and saying, "Would you like a cookie?"

The truth is it would be very difficult for you NOT to take a cookie under those circumstances – even if they weren't your favorite kind of cookie – because I've clearly gone out of my way to make these cookies for you, and it would be rude to reject me.

Understanding that dynamic helps you realize that people are silently begging to be led.

They don't want to lead. They want someone to tell them what to do…and make it EASY for them to do it.

We talk about the difference between marketing and sales. This is really where your marketing is delivering people right to the During Representation unit, so that when you actually meet with them, they're already pre-disposed to wanting to do business with you.
Take the headline, "*Free Report Reveals the 7 Fatal Mistakes Injury Victims Make That Wrecks Their Case and How to Avoid Them*". Now, that could be "*Free Video on This Website Reveals...*" or it could be a variety of different mechanisms that you deliver information to. But once they ask for the free report or video, they receive *"8 Questions To Ask A Lawyer Before Hiring One"*, *"11 Questions To Ask An Adjustor Before Signing Anything"*, *"28 Defenses Insurance Adjustors Use to Defeat Your Claim!"* over a predetermined timeline.

All of those titles listed above will educate people on how to choose a personal injury lawyer, so even if they never do business with your law firm, since they read your free reports or books, they will know what they didn't know before, so they'll be able to make an informed, intelligent decision – all thanks to you.
And now, equipped with that information, they're a more confident prospect. And a more confident prospect is exactly the type of prospect you want.

You want them to have confidence with you, and that's why you are providing that information. And since you are the one providing that information, who did they have the most rapport and trust with? They have it with YOU!

Unless, of course, they are price shoppers, and then the free report should sift, sort and screen the price shoppers, presenting you with ideal prospects.

The ideal prospects will love the fact that you presented them with that education, because it will help them make a hiring decision, and more than likely, they will do business with you.

I've yet to find someone who can sit and tell me, *"Oh, you're better off not educating your prospects and clients"*, unless, of course, you're in a business like selling arsenic, which I would never recommend to anyone – but let's assume that you did...you probably don't want to educate them about how your product going to kill them.

Your legal services actually create value and deliver something that's good and useful to people, thus an educated prospect and client is the absolute best person to work with, and educational information is by far the most ethical form of advertising and marketing.
That's why it's so irritating when you hear people talk about how lawyers who advertise, are only trying to sell you something. Selling is not yelling.

Take car advertisements, for instance...where many parts of the auto industry have it wrong is that they think if you just blast a big starburst in the newspaper, or blast a TV or radio ad, and yell a huge low price, that's the most compelling thing you can ever offer people. You've got an entire industry, in many ways, that screwed itself because their focus has always been on low prices yelled louder and louder. And they actually think that's marketing and selling. Well, Lexus has definitely proved them wrong!

That isn't a tactic I would ever use. We, here at PILMMA, actually teach lawyers strategies and tactics that work. We want lawyers that are pre-interested, pre-motivated, pre-qualified and predisposed, and actually happy and confident to seek us out.

Honestly, I don't know a more effective way to create the very best prospects in an ethical manner, than using these Profit Accelerators.

I must warn you though – education is not enough.

A lot of times, lawyers start using free reports as their main offer. They get the mechanics. They learn that, *"Okay, I'm going to select my target market, I'm going to run a direct response ad offering a free report, and I'm going to send them the free report,"* and then they don't really think through the "motivate" part of "educate and motivate people to meet you".

They think that educating is enough. That they'll send out the reports and then sit back and wait for people to call.

I see this in law practices a lot, where lawyers are offering educational things, and sending out free reports, but there are no motivators...there's nothing to connect the dots and make it easy for people to want to meet you.

So, I really focus much of my attention on crafting the way to present something that makes it easy for people to want to come and meet you. Make them feel that it's the most natural next step.
That's where you've really got to think through the process of deciding what the tastiest cookies are for your target market?

This 3-step process of 1) Selecting your target market, 2) Compelling prospects to call you, and 3) Educating and motivating prospects to meet you, really makes up the Before Representation unit.

You're setting up something that with every step in this process, you can automate, use websites, use free recorded messages, use auto responders, use direct mail...basically, you can use all things that are completely leverageable, that don't require your personal time on doing them.

You can completely delegate the process. The metric that you look at is *"How much money did I put in, and how much money did I get out?"* It's like, *"How many inquiries did I get from this marketing tactic that I'm able to turn into cases?"*

If you really think that educating someone just in and of itself is enough, I'm sure you have probably been in a situation where you've spent a lot of time trying to educate a prospect, but then never asked for their business.

And then, you were frustrated because you're like, *"Why didn't that person hire me?"* Well...you didn't ask! Or, you didn't set it up in a way where you had to take it to the next stage. It's kind of like really romancing the heck out of a person and never asking for the date.

Profit Accelerator #4

Present Your Unique Service Offer In A Way That Makes it EASY To Get Started

In the During Representation unit, there are 3 more Profit Accelerators to look at.

The During Representation unit starts with the moment you imagine the best thing that could happen for your business. The best thing that could happen for your practice, is for somebody to come to you and say, *"Listen, I'm going to go ahead and just deliver people who want your legal services. And, I'll just go ahead and set up appointments for you as well. Would that be okay?"*

That's what the Before Representation unit is really all about. Just imagine that, as a lawyer, how different your practice would be if all you had to do was start in your During Representation stage and go to appointment after appointment, after appointment, all day, every day with people who are already pre-motivated, who want to talk about hiring you...that's what your Before Representation unit can do and this is where your During Representation unit starts.

Your During Representation stage starts when you have your first meeting with your prospective client. So, that means the first time they open up the door at your law firm. That's where your During Representation unit starts.

When you talk with a prospective client and they're already a little bit motivated, once you discuss their claim and answer their questions, they will be much more likely to say, "Yeah, lets go forward!"

By educating them first you have created trust and a relationship. As I always say, *"People hire lawyers they 1) Know, 2) Like, and 3) Trust!"*

The main thing to keep in mind is that nobody really cares about your process, or your system, as much as they care about the RESULTS. Like a mouse focused on cheese – all they want is for it to be over, and to get what they want without being burned.

Profit Accelerator #5

Deliver a "Dream Come True" Experience Designed From Your Client's Perspective

I'm going to start this Profit Accelerator by suggesting you read the book *"Raving Fans"* by Ken Blanchard. It's really exactly what this Profit Accelerator is all about. It's probably 14 or 15 years old now, maybe even more. But the idea of envisioning your business, envisioning the experience that people have – it's almost like theater, in that you create an experience that is completely orchestrated, so that when somebody goes through your process, they come out saying, *"That was the best lawyer experience I've ever had."*

Ultimately, you're going to go through a whole process of mapping out that client experience, that will not only deliver that experience but will result in people being so excited about it that they'll want to introduce that experience to their friends and other people. All throughout the During Representation process you are orchestrating referrals.

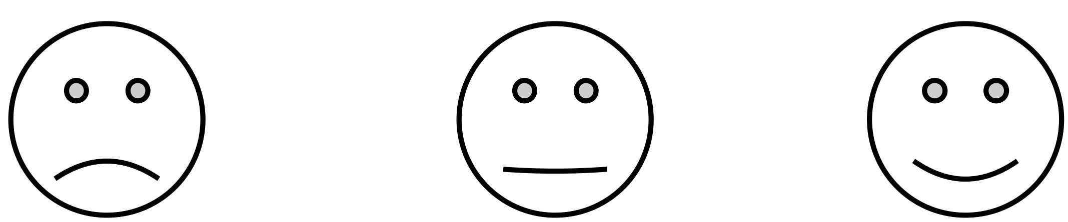
Even when you're presenting your unique service offer, you're planting seeds for referrals to happen, because you know how all of this plays out. But you're going to be planting that experience, planting that seed to make them want to refer people…so you start referring to that all the way through the process.
Imagine what it would do for your law practice if half the people that went through your process, that went through your experience, referred somebody else to you before their representation even ended...that is a powerful experience. If you do that, and you orchestrate that right into the experience, even from the beginning, that your expectation is to deliver such an incredible experience that they'll want to refer their friends and family, you will get MANY more referrals.

"How do you do this?" you ask.

At the first meeting with the client we talk about what they should expect and how we work. We also explain how to use our 24/7 Advocate hotline should they ever have any problems with anything or anyone during our representation. We expressly point out that we want their experience to be so good that they refer all their friends, family and neighbors who might need a lawyer in the future!

When you start presenting that, you start bringing that right to the front, right to the beginning of the relationship in your During Representation unit, even when you're presenting your unique service offer. Do this and you're delivering a world class experience.

There are 3 types of experiences that a prospect and/or client can have. Basically, they can wear 3 faces:



The first one is obviously, an unhappy client; the second one is a satisfied client; and the third one is a happy client.

If they're unhappy, they're not only not going to do business with you again, but they're going to tell other people about how crappy you were.

The second client, who is what most business situations actually produce, is a satisfied client. You don't want satisfied. They'll pay you money. They may come back and do business with you again – if you're the only person they get something from. However, they are not going to become raving fans. They aren't going to go out of their way to tell other people about you.

When you *wow* your clients, they end up with a smile on their face. They got more than what they expected. Which brings me us to face 3 – a happy client. This is what you want. A happy client is the best client.

And the best way to produce a happy client is to think of your client's experience as a dream come true for them. Imagine...what would that be from their perspective?

When you begin with the attitude that you're going to create the ultimate experience for your client…as if you were one of them…it really creates a powerful vision for you.

One of the best client experience design exercises is to ask two simple questions.

1. What does everyone LOVE about Lawyers?

2. What does everyone HATE about Lawyers?

That process will help you clarify your thinking…but you can really take it to the next level by imagining what they would REALLY love to happen if they thought it was possible.

This is your opportunity to imagine and create a dream scenario for your clients.

Don't censor yourself by thinking, *"Well I can't do that"*, or, *"That's impossible".* Just let your mind go, and then ask yourself, *"If I <u>could</u> do it…<u>how</u> would I do it?"*
All the things you're going to do while interacting with your clients will give them less than what they expected, exactly what they expected, or more than what they expected. In other words, "Under promise and Over deliver."

Why not give them something beyond what they even could imagine?

If you want to nurture lifetime relationships and orchestrate referrals, you MUST deliver world-class service, before, during, and after representation, so they have a smile on their face and tell other people about you.

Profit Accelerator #6

Provide After Representation Service – Even After You’ve Already Been Paid

When you provide after-representation service, you will reap what you’ve sown while delivering a dream come true experience.

We’re talking about the During Representation unit extending into the After Representation unit – the client's experience timeline isn't over just because the During Representation phase ends. I like to look at the experience that people have as the actual culmination of the representation being the midpoint of the customer experience timeline, and not the end.

After you conclude your clients case, collect your fee and close their file, most of the time, you forget about that client and go on to the next one.

What if you added an extra element after the representation? It could be a follow-up phone call to see how they are doing, a birthday card, or a Holiday card...invite them to be on your advisory board, or to become a member of your “Gold” Club...heck, even send a Christmas present!

Something that’s added above and beyond their expectation element is going to have a much bigger impact. In people’s minds, everything that happens from the time you start presenting what you can do for them to the time that the case is closed, happens only because you’re getting paid.
If you walk out there with the check, they’ve got no expectation that they’re ever going to hear from you again. They don’t know that they’ve just met somebody who’s looking to build a lifetime relationship with them, even if you said it when you were presenting your unique service offer.

Nobody has ever followed through before, so why should you? That's what is going through their minds.

What you’re doing here is evidencing what your intention is, because everything that you do *after* you’ve already received the money is extremely impactful. Why? Because you’re not getting paid to do it!

There’s no expectation that you’re going to do anything extra, so when you do, it makes an incredible impact on people.

That’s when they’re going to have the desire, to refer their friends to you. If you really think about it, when somebody they know gets in an accident, when are they going to be most likely to refer somebody to you? After they've had a run of the mill experience or after they've had a great experience?

If you’re integrated into the process, and you’re ending the client experience at the end of your representation, the minute they leave your office, you’re missing out on the best opportunities you have to get referrals and to make an incredible impact on your clients.

As soon as they get the money, all of the attention ceases to exist, and they just disappear. How many law firms actually treat people this way? Does yours?

The sweet spot is the time when the euphoric feelings of joy and happiness are running through their minds. You have power...tremendous power…IF you know how to harness and direct it.

It's a timing issue. And as the saying goes, *"The difference between lettuce and garbage is timing."* So, when it comes to creating an extraordinary client experience, you definitely need to focus on the timing.

Profit Accelerator #7

Nurture Lifetime Relationships And Focus on Lifetime Value

Now, the After Representation unit, is really where we start calculating the lifetime value of every client you do business with.

I always use a benchmark of 20% annual yield from what I call your relationship portfolio – all the people who know you, like you, trust you. People who've done business with you, the people you would recognize if you saw them at the grocery store, the people who are your core customers, the people with whom you've had a positive, rewarding experience.

If you started looking at the lifetime value of somebody the moment you met them, it would change everything about the way you think about your business.

If your average fee is $5,000 and an existing or past client refers you one case every three years, in nine years that past client is worth $15,000. If they refer one new client a year, that past client is worth $45,000 to your law practice. Lifetime values could well exceed $100,000!!

So, start thinking about it...either 1 in 5 people that you do business with will refer somebody to you, or everybody will refer someone within the next 5 years, or they'll do another transaction with you...that's where your After Representation unit is really coming in.

It's the least expensive portion of your marketing mix. It's the one where you can have the biggest impact with the least amount of money, because these people already know you. And, in many cases, you're the incumbent provider of whatever it is you do.

It's just a matter of keeping in touch with them and nurturing a lifetime relationship with them. Newsletters are an excellent way to nurture the relationship and keep your law firm on the top of their minds, should someone need a lawyer.

And that's what Profit Accelerator #7 is all about – nurturing lifetime relationships. That means, at the very least, that you don't just leave the people you're involved with in a one-time transactional state.

Think about this as if you were a restaurant owner; It's far easier to get somebody to come back to your restaurant if they have been there before and had a good experience, than it is to get somebody to come in and try it for the first time.

That's true with ANY business…especially if they may be in need of your service more than once.

There's been so much evidence to prove that it's 5 to 6 times more expensive to get a new client than it is to get a former client to do business with you again or refer a new client.

If you just look at that, *"5 or 6 times more expensive"*, and you look at most law practices, they spend the vast majority of their efforts trying to get new clients and they neglect the ones they've already got.

Millions and millions of dollars are never generated, never realized, simply because of the neglect or absence of an After Representation unit in MOST Law Firms.

I look at anything you're doing in your After Representation unit, especially the Nurturing of Lifetime Relationships, as first and foremost being all about repeat business insurance.

It's what you're doing. You're making sure that when they have a need, they are going to use you again and not be tempted to try someone else just because you're not in contact with them, or because you lose touch with them.

Repeat business is just the tip of the iceberg.

There are so many ways you can increase the lifetime value of those people just by focusing on them, just by communicating in even the slightest way with the people who already know you, like you and trust you.

By you thinking it through and knowing what the lifetime value map is going to look like, it makes it easier for you to articulate their experience and your added value to them.

Profit Accelerator #8

Orchestrate Referrals By Giving Your Clients The Opportunity to Feel Great

The After Representation unit is really about 2 things: Nurturing Relationships and Orchestrating Referrals.

I separate them, because you're communicating in 2 different ways. When you're communicating with people to increase their personal lifetime value, in order to increase the way you can add value to their life – because whenever you're increasing their lifetime value, it's based on how much extra value you're adding to their life – that's really where it all starts.

But orchestrating referrals is about really doing things, saying things, and communicating in a way that generates referrals happen on purpose.

Lawyers get referrals, but when you look at it, the referrals that lawyers get are mostly either passive referrals, meaning somebody calls you up and says, *“Hey, my brother just got in a car wreck, and I told him he should give you a call.”* It’s happening without you really doing anything to make it happen. Every lawyer gets those kinds of referrals.

Or, there are reactive referrals, where somebody calls up and says, *“Hey, my brother John is thinking about hiring a lawyer. Do you want me to tell him to call you?"* Now, you have to *react* to that referral and actually do something to make that referral happen.

Where the real value is, where the real opportunity is, the only type of referral that you can control 100% is the orchestrated referral, where you are asking for and getting a very specific type of referral.

There are so many strategies to do this. Literally, we could do a full 2-day event just about orchestrating referrals. There’s so much depth to it. But really, just knowing what and how to make referrals happen, what to do to orchestrate that process so that your best clients are constantly on the lookout for how they can refer people to you, is what it's really all about.

The biggest adjustment in your thinking is realizing that the REAL reason people refer others is not as a favor to you, but to make themselves feel good.

No one is referring anyone to you as a favor to you.

That’s something a lot of lawyers struggle with. Most lawyers are generally reluctant to ask for referrals because, in their mind, they’re positioning it so that somebody is doing them a favor.

When you have that mindset, it leads to reluctance…because you don’t want to be seen as *begging* for business, or seen as weak, as if you can’t generate enough business on your own.

The fact is, if you’ve ever had a great experience with someone, it’s just human nature to want to tell other people about it.

I do it all the time...and so do you! When it comes to books, when it comes to movies, when it comes to restaurants, when it comes to businesses, if something’s going to make someone laugh, smile, fill their belly with good food, provide something that’s going to help them have a better experience, and I know of a company, a service, or a person that can do it, I’m certainly going to refer that person because it’s just the way we’re wired.

Everyone wants to feel better about themselves, so why not refer things, people, companies and/or services to others? Not only are you helping people better their own experiences, you're also getting a little ego boost at the same time...after all, you're the one that told them about that amazing restaurant, right? You're the one that recommended the book that turned their business around, right? See, referrals aren't made to make the person, company, or thing being referred better, they're made to make the person referring it better!

What you're looking for when you make a referral, even on a subconscious level is the acknowledgement that they saw the movie you recommended, or went to that restaurant you told them about and LOVED it. That's what you're really looking for.

Face it, have you ever recommended something to someone...a movie, or a restaurant, and the next time you see them the first thought on your mind is *"I wonder if they saw that movie?"*

Once you realize that people refer people because it makes THEM feel good…it makes it easy for you to orchestrate situations that make it easy for them to refer to YOU.

The next step is to realize that all referrals happen as a result of conversation. No referral can happen until two people are actually in a conversation. Your clients are in conversations all the time related to your business.

BUT, in order for that conversation to turn into a referral, three things have to happen:

1. They have to NOTICE the conversation is about hiring a lawyer.

2. The have to THINK about YOU.

3. They have to INTRODUCE you into the conversation.

Here's the perfect example of how this works:

Just a few months ago, I was having lunch with my friend. He sat down, and looked like he was in pain. I asked about it, and he told me that he had twisted his back the night before, and it had been bothering him all day.

I had just come from my massage therapist, so it was fresh on my mind. I took out my phone and called to ask if she could fit my friend in after lunch. I handed the phone to my friend and she was able to see him that day. He's been her client ever since.
After that, I felt great! I felt great because my friend felt better. I felt great because my massage therapist had a new client.
And...they both appreciated ME for it.

See, those kinds of conversations are happening to your clients about something that applies to YOUR business every day. Don't you want to take advantage of that?

The money-making idea is to be aware of what those "highly profitable" conversations are, and make sure that your past clients know EXACTLY what to do to introduce you into the conversation.

How Do I Implement the 8 Profit Accelerators In My Law Firm?

Although not voluminous in words, the foregoing chapters have a massive amount of information on how to build a great law firm. But by this time you are thinking to yourself, *"You have showed us the what and the why, but not the how."*

You are absolutely correct! There is no way to put that much information in one book. *War and Peace* would be a small insert compared to the amount it would take to do so.

But there IS a solution. And that solution is PILMMA.

Would a 28% increase on the return on investment of your marketing dollars make a difference in your practice? Of course it would! Any lawyer worth their sheepskin would give their eyeteeth to get an increase of even a fraction of that return.

But what "any lawyer" doesn't know is that a 28% increase is NOT that difficult to achieve….

In fact, our *average* Mastermind Member does just that – pulls in a **whopping 28% more on every dollar spent** – *less than one year after* putting this valuable knowledge to work. Many actually achieve even higher returns. (And they all got to keep their eyeteeth.) Nothing else comes close to performing this reliably, this consistently, this *quickly*, for law firms like yours. Guaranteed.

That's because our job…*our sole guiding mission*…at PILMMA is to do one thing: Dramatically increase your return on your marketing dollars – while providing you with all the wickedly effective strategies, methods, techniques and tactics used by the most successful law firms in the country. Ingenious knowledge proven to drive massive revenues straight to your bottom line.

It's all we do, and we do it better than anyone else in the country.

In fact, I'm so confident we can help you throw open the floodgates to a torrent of quality cases and create an explosive increase to your bottom line – just as we have done for hundreds of other contingency-based lawyers – that I'll take your Mastermind membership on contingency.

That's right. We either perform – and you start pocketing more money than you ever have before in your law firm – **or you don't pay**. Not a single cent. Zip. Zero. Nada.

I've practiced contingency law for over 30 years. I like the model. In fact, if PILMMA were a contingency-based program instead of a flat-fee membership program, we would be pulling in millions of dollars each year from our members. **Tens of millions**….Just on the increase in their profits alone. But that's not where my motivation lies. Instead, I apply the contingency model not to the profits you will make (that's all yours to keep), but to your membership fees.

Here's the deal: If at any time during your first year of membership, you don't feel you received at least a 10x return on your membership investment, then we will have no business billing you for our services.

You read that right. If you are not completely satisfied with the benefits to you from the information and services we deliver – and you've implemented at least one of our strategies, tactics, ideas and methods – but you didn't get those same results at the very minimum….we will gladly, and immediately, refund every cent you have paid PILMMA.

That is my Ironclad, Zero-Risk, All Your Money Back Guarantee to you.
What other organization is willing to offer you that guarantee? NONE!! PILMMA is the **only** Lawyer Association willing to put our wallet where our mouth is. And invest an entire year in you and your law firm….working side-by-side to create a white-hot level of success that fills your bank account and leave competing firms shocked and confused.

But don't take my word for it. As lawyers we make our living on the proof, so I encourage you to investigate. Take a look at testimonials from present members…lawyers just like you who were skeptical at first…lawyers who are happy to tell you about the breakthrough results they've enjoyed after joining PILMMA. Depose them. Ask them for evidence. I guarantee their testimony will hold up under your scrutiny.

The bottom line is this: I could hammer you with crafty sales writer pitches and dazzle you with $10 words all day, but that's not what we do. (Besides, your bull-meter is too finely tuned for that.) So, if making more money on your marketing investment….and attracting more high-quality cases…is NOT what you want to do, then don't accept the offer I'm about to make you. You can stop reading right now.

I'll personally hand you the keys to the vault containing our entire wealth of profit-building secrets, and you can use any and all of it…Without giving a single red cent. Put everything to work for you and your firm….apply some of the easy-to-implement strategies that our members gladly pay to have access to….and see what happens.

If you're like the rest of our members, after putting just one tactic into place, you'll see a boost in revenue. Now imagine having access to that golden goose all year long….Forever….

So, in closing, I'll ask you 3 simple questions:

1. Are you serious about bringing in more clients and more revenue to your practice?
2. Are you willing to learn powerful and proven strategies and tactics from the most successful experts in the legal industry?
3. Are you willing to apply what you learn to make your practice thrive?

If you answered "yes" to these questions, contact us at 1-800-497-1890 and speak with Valerie or email her at Valerie@pilmma.org.

Remember, *"It's what you learn after you know it all that counts*" – John Wooden.

Dedicated to your success,

Kenneth L. Hardison