

# THE 151 WAYS TO GET NEW CLIENTS CHECKLIST



It's not always easy for solo and small law firms to attract and keep clients. Let alone quickly, and consistently. We've compiled tips, ideas, strategies and things to avoid to help keep you moving down the right path, toward the clients you want, and away from the ones that can harm your business. Don't get overwhelmed! The key is to slowly and systematically add these activities to your daily, weekly or monthly routines. Start today, and before you know it, you'll see results!

- Think with a Full Potential Mentality
- Follow up with all prospects in less than 48 hours
- Define your ideal client with Personas
- Write out your Unique Selling Propositions
- Write out what separates you from competition
- Craft and memorize a Magic Statement
- Join a breakfast networking group
- Start doing your own workshops
- Get hired for speaking engagements
- Have a Client Attractive business card that gets you business
- Create a website that excites prospects
- Create a one-sheet flyer or brochure
- Referrals - educate, nurture, ask, reward
- Send clients greeting cards
- Create more value with educational material
- Niche your practice
- Master the "money conversation"
- Have a rate sheet
- Offer several programs
- Be realistic about the hours you want to keep
- Block out time for Marketing on your Calendar
- Get clear on where your best clients have come from
- Don't be a secret, get out there
- Focus on your top 5 or 10 clients for referrals
- Offer levels of service or packages
- Use technology to get clients while you sleep
- Keep a Warm Prospects List for easy follow up
- Complete the Team 100 Worksheets
- Educate your network with an introduction letter
- Ask personal advocates for referrals
- Communicate what a GOOD lead for you is
- Communicate what a BAD lead for you is
- Talk about benefits and results, not features!
- Set up incentives for referrals
- Put testimonials on your website
- Raise your rates
- Have an accountability partner
- Get a really good marketing and business coach
- Don't sell: show how you solve problems and add value
- FOCUS: a strong focus now creates different future later
- Ask clients for measurable and tangible results in their goals
- Make a list of centers of influence
- Tell everyone what you do
- Create strategic alliances **with complimentary professionals**
- Make clients feel special **when they come to your office**
- Strive for 100% referral based practice
- Reward people for sending referrals
- Do regular mailings/postcards
- Set up your office for efficiency
- Believe in yourself - write down why you're really good at this
- Get a personal board of directors
- Have options for prospective clients to sample your product or services free of charge
- Put your expertise on paper and sell it (people love information)
- Strengthen your strengths by delegating
- Join boards, get involved in community, be visible
- Create an eBook for your website
- Calendar your follow up calls
- Don't get mad at a prospect if they don't sign up
- Write a book
- Have open office hours one morning a week
- Join boards, get involved in community, be visible
- Create a signature talk you're known for
- Collect names religiously
- Use a contact management system
- Create a legal checklist for potential clients
- Have a monthly referral partners dinner
- Complete your Awvo Profile
- Use client case studies in sales conversations
- Surround yourself with supporters, not nay-sayers

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- ⬡ Priorities - work only on things that make money during 9a-5p
- ⬡ Celebrate your Wins - don't take them for granted
- ⬡ Host monthly mastermind calls for VIP clients
- ⬡ Ask for feedback, suggestions from top clients
- ⬡ Hire a non-attorney sales person
- ⬡ Speak for complimentary professional associations
- ⬡ Do research on new targets and their critical needs
- ⬡ Become an expert in your field
- ⬡ Position yourself as a problem solver
- ⬡ Add an appointment link in your email signature
- ⬡ Teach your legal clerk or paralegal how to sell
- ⬡ Come up with a clever 800 #
- ⬡ Brand yourself big time
- ⬡ Host a club or association in your industry
- ⬡ Write a newspaper column
- ⬡ Use your email signature as a Client Attraction tool
- ⬡ Host a special interest group
- ⬡ Spend extra time with your best clients
- ⬡ Have a marketing plan in place vs. doing things ad hoc
- ⬡ **Create** a logo, that reflects your practice area **not your name**
- ⬡ Seek out and get to know good networkers
- ⬡ Accept credit cards
- ⬡ Hosting brainstorming sessions with clients
- ⬡ Write 3 handwritten thank you notes per day
- ⬡ Do 5 lunches, breakfasts, coffees per week to spread the word
- ⬡ Have all the necessary business equipment
- ⬡ Make a list of organizations that need speakers
- ⬡ Have a Launch party for your law firm
- ⬡ Create **monthly** programs rather than one-time projects
- ⬡ Keep your materials simple - less is more
- ⬡ Set up 3 short term goals per month
- ⬡ Figure out how many cases you need to buy your dream house
- ⬡ Give 5-10% upfront discount for paying in advance for programs
- ⬡ Communicate what you do as if they're 7 years old
- ⬡ Create a list of your credibility factors
- ⬡ List the best ways to easily and inexpensively reach ideal clients
- ⬡ Figure out what image you must have to make your target audience want to work with you
- ⬡ Write newsletters for associations of which you are a member
- ⬡ Have a list of speech topics ready to go
- ⬡ Be known for one thing
- ⬡ Create a call-to-action to make prospects eager to contact you
- ⬡ Describe your services in a way that prospects will say, "That's exactly what I need!"
- ⬡ Refer clients with cases outside of your wheelhouse
- ⬡ Estimate with clients how long they would need to work with you
- ⬡ In the initial conversation, identify and eliminate obstacles - do this up front
- ⬡ Say your name slowly and distinctly
- ⬡ Use a tagline - make it easy for them to repeat
- ⬡ Practice closing the sale
- ⬡ Offer flat fee packages
- ⬡ Don't let perfection stop you, done is better than perfect
- ⬡ Break through a crowded market with something unusual
- ⬡ Continually check in with past clients or prospects
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- ⬡ Check local newspaper for groups that meet on a regular basis (city business journal)
- ⬡ Ask members of your current group what offer groups they belong to
- ⬡ Create a vision for your law firm that really pulls you forward
- ⬡ Increase your confidence in networking by doing it more often
- ⬡ Give simple information/don't inundate prospects
- ⬡ Create regular systems for Client Attraction - so you don't have to think about it
- ⬡ Establish with clients that they are responsible for their results
- ⬡ Know when to gracefully say goodbye to a client
- ⬡ Set up Policies and Procedures
- ⬡ Set boundaries around missed appointments and uphold them
- ⬡ Define what's holding your back from going forward and act on it
- ⬡ 'Dollarize' what it's costing them not to move forward with you
- ⬡ Package what you know
- ⬡ Package what you offer
- ⬡ Package what you charge
- ⬡ Schedule important marketing tasks in your day planner
- ⬡ When speaking - be so passionate that you forget to be nervous
- ⬡ When speaking - give your very best material
- ⬡ Write conversationally
- ⬡ Create an ezine (e-newsletter)
- ⬡ Sit down with people one on one, friends, acquaintance, etc. This is where the sale happens.
- ⬡ In networking, focus on building relationships, not getting clients
- ⬡ Become a referral partner for someone who shares your client
- ⬡ Make your voicemail outgoing message a Client Attraction one
- ⬡ Deal with procrastination (now, not later!)
- ⬡ Ask! Ask! Ask!
- ⬡ Write 5 articles on your expertise
- ⬡ Have a varied marketing plan
- ⬡ Be authentic in everything you do