

LEX LOCI

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*Laughter is the sun that
drives winter from the
human face.*

Victor Hugo



Northern
Kentucky
Bar
Association

IT'S ALL ABOUT THE MARKETING!

By Mary Lynn Wagner

As a solo or small firm attorney, it's difficult to find the time to market yourself and your practice. Recently, I read a study indicating you should spend between 200 and 300 hours per year on client development activities. This breaks down to approximately 3-5 hours per week. With many competing priorities, this can be a challenging task to accomplish. Below are some ideas that don't take a great deal of time and can help increase your client base.

Google Yourself

How do your clients typically find you? Is it word of mouth or did they look for you on the Internet? Chances are, even if a friend recommended you, a potential client will run your name through Google to see if they can learn from more information about you. If you haven't already done so, it's worth taking the time to run your name through Google and Bing to see what results are produced. Take note of what your digital footprint looks like and if your name is associated with anything objectionable or if your profiles are incomplete or incorrect. Based on your findings, correct any bad information. Studies indicate that most people judge friends and others based on their social media profiles. Be sure to define your social media presence so that it doesn't define you!

LinkedIn

Have you checked out your LinkedIn profile lately? If not, take a look to make sure your information is up-to-date and complete. The next step is to start engaging on the site. LinkedIn has made a number of enhancements on the site over the past 2 years to facilitate sharing and better communications among connections. Check out the groups and start posting comments and sharing articles of interest. You can share anything on LinkedIn by pasting the article's web address into the "Share an Update" feature which is found on the front page of your LinkedIn profile. Sharing an article of inter-

est only takes a few minutes and will go a long way in raising the status of your profile and keeping your name in front of your current contacts and potential clients.

Join the Twittershere!

If you are not already on Twitter, join today! Twitter allows you to find and connect with people who have similar interests (personal or professional) and share information. Start tweeting about things or areas of the law that matter to you. Law360 recently posted an article on the "20 Attorneys Killing It On Twitter." The article discusses that tweeting about interesting legal topics on a regular basis, can quickly grow your following and help with business development. To test this theory, I decided to start tweeting more regularly for one month. I tried to tweet at least one interesting idea or article every day and during that time, I picked up almost 20 new followers. It really does work! If you start engaging on Twitter, I guarantee that you WILL be surprised by the following you develop and the information you find.

If you want suggestions on who to follow on Twitter, iBridge has a nice list of the top 50 resources legal professionals should be following: <http://ibridgellc.com/50-top-twitter-accounts-legal-professionals-should-follow/>

Don't Eat Alone

The best networking advice I ever received was from a colleague who told me to treat networking as part of my job. She suggested placing a reminder on my calendar at the beginning of each quarter as a prompt for making time to schedule lunch or coffee meetings. Once you decide on who you would like to meet with, send out the emails to schedule a lunch or a coffee meeting. Most people suggest that you meet with one person each week. Using this system can help minimize the scheduling time and maintain the

momentum in developing and maintaining relationships.

Tout your Social Media Presence

Be sure to include your social media contact information in your email signature block so clients and potential clients can follow and interact with you on Facebook, LinkedIn, Twitter or any other social media platform you deem relevant. In addition, you might also consider listing your social media contact information on your printed business cards.

Write and Speak

It may sound a little tired and worn out, but volunteering to write and present are still the best ways to obtain name recognition and client referrals.

Once you have developed some expertise in the area of your choosing, volunteer to speak for your local bar association or some other educational program. In-person presentations, if done well, are a wonderful way to showcase your knowledge, gain more speaking opportunities, and develop clients.

Writing a blog or an article is another great way to establish a reputation for yourself. If blogging feels like too much of a time commitment, volunteering to write an article for the Lex Loci or another association newsletter can take less time and achieve similar results.

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