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Paula Black has advised law firms around the globe on everything from powerful and innovative design to marketing strategy and business growth. She is an award-winning Amazon-bestselling author and the force behind **In Black & White** (inblackandwhiteblog.com), a blog dedicated to clear, straightforward advice and open discussion of legal marketing issues. For more information on Paula Black, her books and her company please visit **paulablacklegalmarketing.com**.

How to Inspire Your Firm to Take Legal Marketing Seriously

While fostering a legal marketing habit can often be a solo activity, there's no better inspiration than enlisting the help and support of other firm members. Whether it's other attorneys or staff, their help, encouragement and ideas are imperative to business development success. Collaboration with others can make your marketing efforts even more powerful, allowing you to keep each other on track, spark new ideas and even join forces in joint marketing efforts and strategies. A true marketing culture can't be implemented overnight, like anything else it takes hard work, dedication and focused efforts. That being said, here are a few of our best tips for getting other members of your firm to join in your legal marketing journey.

Be a passionate leader.

If you're going to talk the talk, you must walk the walk. If you're not committed to marketing and business development, others won't be either. Be vocal about your plans, your speeches, your networking events, your successes... it will inspire other attorneys and staff to join in your efforts. Enthusiasm is contagious.

Provide training and resources.

For larger firms that can mean working with firm leadership to host a seminar or workshop to kick off a marketing initiative...but it can be even simpler. Share your knowledge. Have you found a great website or blog (like inblackandwhiteblog.com!) that imparts helpful tips? Send it to colleagues. Read a great marketing or business development book? Pass it around the office. Exposure to ideas and strategies can spark action.

Create a forum for results.

Set up a monthly marketing meeting or lunch, where those participating in business development activities can get together to report on their initiatives, share leads and be held accountable for their efforts. It will encourage members to keep on track and make others wonder what they're missing out on.

Hire extroverts.

Make marketing and business development a part of your hiring practices. Ask potential members what their thoughts on legal marketing are and how they plan to implement them. Bring in lawyers who are extroverted, flexible and able to embrace change. The same goes for support staff or anyone else who can contribute to firm marketing efforts.

Create a plan.

We've said it before and we'll say it again. Having plan is crucial to marketing and business development success. Work with other firm members to create an actual marketing plan... on every level. From individual plans to practice groups to an overall firm plan, it will help define what you plan to do and understand where you want to go.

Enlisting help and support in your journey may not be easy, what with billable hours and everyday excuses, but if you can get just a few outspoken and influential members on board it can reap serious rewards for all of you. Remember, marketing culture doesn't just happen; it's a process that requires time, effort and most of all FOCUS.