



My wife is very much the instigator for our Airstream travels. Last weekend, we were one of twenty vintage trailers on exhibit at the Modernism celebration provided by Palm Springs. And this weekend, we are again part of a vintage trailer exhibit. This is a unique group of folks and from all walks of life.

Next week, I'll take off for one week to join Chris Carmichael (CTS Trainright®) and Randy Ice (Solvang century and Spiz®) in cycling around the Buellton and Solvang area; a great area to ride a bike. Hope for good weather, I'm looking forward to some time off and being on the bike.

Reminder: Spots are going for our April Practice Management Institute. Be sure to sign up. Go to www.lawbiz.com now and reserve your spot. You will be glad you did ... but only if you want increased revenue and reduced stress!

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When Does Marketing Happen?

Real marketing is an affirmative effort. All of us "sell" all the time. Marketing/selling is both conscious and unconscious. When we make it conscious, as a means of creating an unconscious connection with potential clients we have yet to meet, we have a better chance of succeeding. That's a powerful message when so many lawyers still seem to wait, and even to long, for "things to come back." Such lawyers are likely to find themselves quite hungry for some time. The world of passively waiting for business to come to us will never return, if it really ever existed. Passivity does have a marketing impact, but it is usually negative. Real marketing is an affirmative effort.

Use Your Business Card

Consider the simple act of handing someone a business card. If the recipient says to you, "Once I get back to my office, I'm going to be sure

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to call you," you have a choice. Be passive, play "hard to get," hoping they will honor their promise, or be assertive. Or, you can suggest a mutually convenient, specific day and time for that call to be made. Write it on another business card, and hand it over. Then follow-up: Ask for the other person's business card and say, "If you're unable to call me that day, I'll be sure to call you the next day." Reaching out affirmatively like this shows that you are interested in establishing a business relationship.

Everyone Can and Should Market

Marketing is action, not a strategy. Marketing uses communication and expression of value to show how we can fulfill a need. Analyze, for example, the word "networking." It's not "net-playing," it's "work." Some have said that "marketing is a contact sport!" There is no one tactic that will cover the waterfront of opportunities to communicate with your potential clients. It becomes a question of each lawyer's creativity, time availability and - above all - predisposition. While some lawyers believe they are not marketing-oriented or skilled, I believe everyone can market, and should market, more than they do. But, people have to stay within their "comfort zone" and do the things that come naturally, within their zone of comfort, to bring in new business.

Finding the "Comfort Zone"

Many times, in my coaching lawyers, the focus becomes learning what the "comfort zone" is for the attorney and demonstrating to the attorney that he/she can work within that zone of comfort. Once the attorney understands this zone and what activities are appropriate within this zone, they are off and running, marketing in ways that they had never expected.

Using the "Comfort Zone"

Finding a comfort zone and using it are two different skills. No matter how or where you market, know who you're marketing to. Create a profile of your ideal client and develop a marketing strategy that focuses on this target, not everyone. You can increase your revenue dramatically, and conserve your energy, by focusing on the demographics, occupation, location, financials and other characteristics of clients who will give you the work that you want. Then don't just think about marketing - get out and market. Communicate with your targets to let them know who you are, the tremendous value you can provide them, and then develop close relationships with them to make them want to hire you.

Secrets of The Business of Law® *Successful Practices for Increasing Your Profits!*

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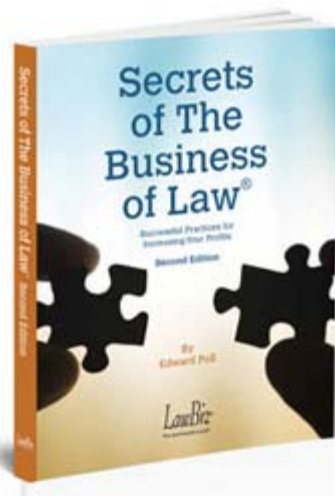
"This book is great. It's full of practical advice for lawyers who want to increase their bottom lines. The book is not overwhelming, the individual articles are short and to the point, and the writing style is friendly. I highly recommend it."

What Clients Are Saying:

"I requested that (my partners) allow me to take on the management of the firm and suggested the creation of a business plan.... (Our practice) is a successful practice, but in dire need of a direction -- and a business plan. They agreed to give me a shot and entertain a rough outline of my ideas. I was shocked when they agreed, but then horrified at the task before me. However, sitting on my shelf is "The Business of Law" that I purchased from you a few years ago. I began to read it and a whole new world has opened up for me. I just wanted to express my gratitude to you for writing the book... I am excited about the opportunity I have and just wanted to let you know that I appreciate all you do for the field."

**CD
Pleasanton, CA**

"I was an associate at a large national law firm and I felt "stuck," but I didn't know how to market myself to clients or to other firms. Ed's focus on the business side of the law firm provided a solid grounding for me to evaluate my current situation and a platform from which I could start growing my own practice. In many ways, working with Ed is like working with a therapist. Part of my coaching process with Ed has been getting to understand more thoroughly my strengths and weaknesses as both a marketer and as a lawyer. After working with Ed for six



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months, I was ready to market myself to other firms: I developed a clearly articulated set of objectives and Ed has gave me the tools that I needed to increase my exposure. Today, I am working for a law firm that provides better opportunities for my professional growth."

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