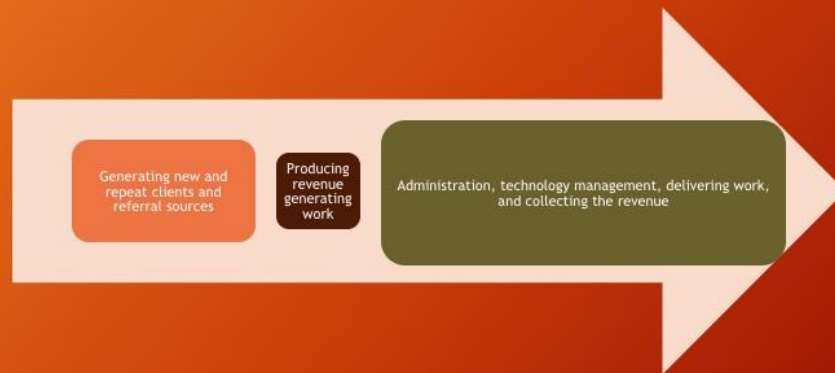


# Supercharge your marketing and business development

CLIO data: CLIO users, law firm survey, customer survey

Lawyers spend approximately 2 hours per day on revenue generating work



What can you do to reduce the time you are spending on the nuts and bolts of running the firm? Take a look at the Mass LOMAP content on project management [here](#).

## What's going on?

- Do you have enough clients to meet your revenue goals?
  - Are you trying to sell something very few people want to buy?
  - What are you doing to attract new clients? What resources does it take? What's the ROI?
- Are you measuring your ROI for various client development efforts?
- Are you spending too much time on administrative tasks?
- Are you losing too much time to interruptions?

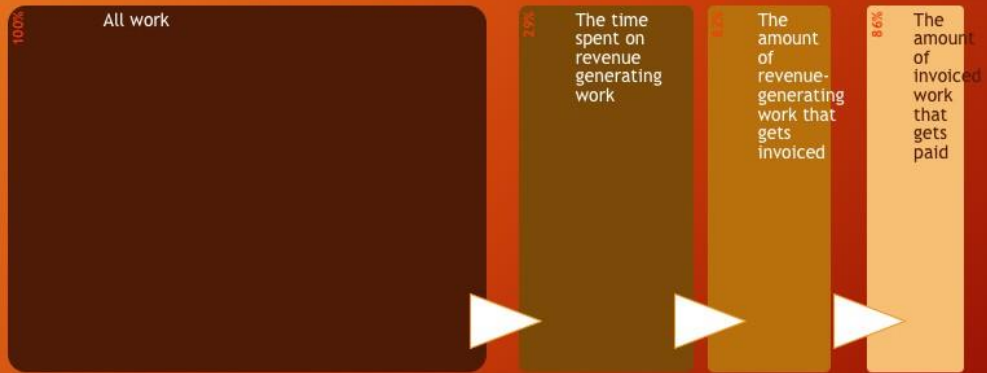
Put a checkmark next to your challenge.

- Too few clients
- Too many clients not generating enough revenue
- Too much to do and too little time
- Too much undesirable or difficult work to do

Calendar in the time to implement these solutions

- Too few clients → Solution: learn how to evaluate the marketplace and your marketing and business development efforts and then develop and implement a strategic plan to attract more prospects and convert them into clients and referral sources.
- Too many client, but not enough revenue → Solution: learn how to evaluate your profitability and then develop a plan to improve it.
- Too much to do and too little time → Solution: Learn how to manage projects, tasks, and time. Take a look at the Mass LOMAP resources [here](#).
- Too much undesirable or difficult work to do → Solution: Learn how to prioritize your work or make a significant personal and/or professional change. Learn how to eliminate obstacles [here](#) and [here](#).

## The good news



## What are your revenue goals?

- Do you set financial targets, create a budget, and develop a plan to meet your monthly and annual financial goals?
- Are you able to estimate the value to your firm, you, and the client of a particular matter based on specific criteria?
- Can you articulate how your firm, you, and your client measure value?
- Do you know how to calculate the present value of a late payment?
- Do you know what to do to increase timely payments?

If you do not know how to set financial targets, create a budget, estimate and discuss value →  
Solution: Learn basic finance

If you want a sample excel budget form, click [here](#).

## How do prospective clients select possible lawyers? (multiple factors)



93% referrals



37% online search



44% professional directory/listing



39% advertising

## What factors influence a prospective client's decision to become a client?



## Causes for losing client after free consultation

- No compelling value proposition: What is the different and better experience you are offering as compared with other lawyers and firms?
- It's all about you instead of them: How are you demonstrating an interest in their problems as much as or more than your competence?
- Not trustworthy and likeable: What are you doing to demonstrate how you will work with them and your respect for their time and effort?

Calendar in the time to implement these solutions

- Not knowing how to express your value proposition → Solution: Learn how to express your identity, your intended client's problems, and the fit that the client would find attractive in a [personal brand](#).
- Difficulty networking, talking to people to develop relationship → Solution: Learn about emotional intelligence and how to communicate effectively to [build relationships](#).
- Difficulty demonstrating trust and likeability → Solution: Get coaching to fix these problems.



## Are you offering tech-solutions?

### MILLENNIALS

19% (vs. 14% of Americans)  
would prefer to text with their  
lawyer

30% (vs. 23% of Americans)  
would prefer to share  
documents with their lawyer  
via technology

18% (vs. 11% of Americans)  
would prefer to pay their  
lawyers online

24% (vs. 20% of Americans)  
would prefer to pay their  
lawyers by credit card



If you are not offering these technology solutions, why? Do you need help with technology? If so, make an [appointment for a consultation with MassLOMAP](#).

What will you change to attract more prospects and retain more clients?

What will do first to make that change happen?

**Fill in the Blanks with a date and time followed by a specific action.**

On \_\_\_\_\_, I will \_\_\_\_\_.

Contact us for help:

[www.masslomap.org](http://www.masslomap.org)

857-383-3250