

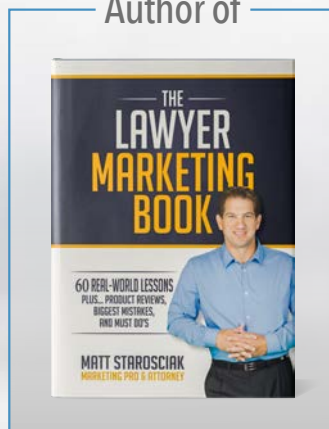
# Marketing the SOLO LAW PRACTICE



presented by

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Author of



- ▶ Licensed for 19 years
- ▶ Practice experience in small and large firms
- ▶ 10 years selling law firm marketing products
- ▶ Founded Proven Law Marketing in 2011

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## Marketing the Solo Law Practice

### Loose Agenda

- ▶ A little bit about practicing as a solo
- ▶ Must Do's, Must Not Do's, Should Try to Do's
- ▶ Three biggest marketing challenges for solos
- ▶ What products work for small practices



# Marketing the Solo Law Practice

## Must Do's

**Objectively  
Sufficient  
Budget**

**Defined &  
Realistic  
Expectations**

**SUCCESS**

**Perfect  
Intake  
Process**

**Differentiate  
Yourself**



## How much is enough?

**Assume 4-8 times your marketing spend in gross revenue generated**  
(Example: Spend \$4,000 per month, generate \$16,000-32,000 in gross revenue)



- ▶ \$0 to \$2,000 per month = High Probability of Failure
- ▶ \$2,001 to \$5,000 per month = Average to Good Probability of Success
- ▶ \$5,000+ per month = High Probability of Success



# Marketing the Solo Law Practice

## Must Do's

## BUDGET

# The value of creating a one-page budget

### Non-Metro Area Sample Marketing Budget: Updated 10/17/17

	Total	YTD	Full Year Projected
Martindale/Lawyers.com	619	4,952	7,428
Matt Starosciak Consulting	1,500	12,000	18,000
Findlaw	445	3,560	5,340
Super Lawyers	142	1,136	1,704
Website Hosting & Changes	34	120	330
Yellow Pages	642	4,494	4,494
High School #1	84	1,000	1,000
High School #2	0	0	500
High School #3	19	230	530
High School #4	25	300	300
Misc Events Sponsor	59	?	750
Avvo	415	3,320	4,980
Press Releases	21	110	220
Newspaper Print Ads	200	2,049	2,647
Newspaper Online Ads	475	2,850	3,696
Website Content	125	0	1,500
HG.org	24	280	280
Shopper	200	1,200	1,200
Banners/Billboards	141	1,700	1,700
Neighborhood Magazines	258	3,100	3,100
After-hour Call Service	135	455	995
Buffalo Wild Wings	83	995	995
Holiday Cards	25	0	300
<b>Total</b>	<b>\$4,978</b>		<b>\$61,989</b>

### Recommended Additions Oct-Dec:

Billboards	\$4,000
NTH Print	\$600
School Gyms	\$2,250
Internet Paid	\$3,000
<b>Total:</b>	<b>\$9,850</b>





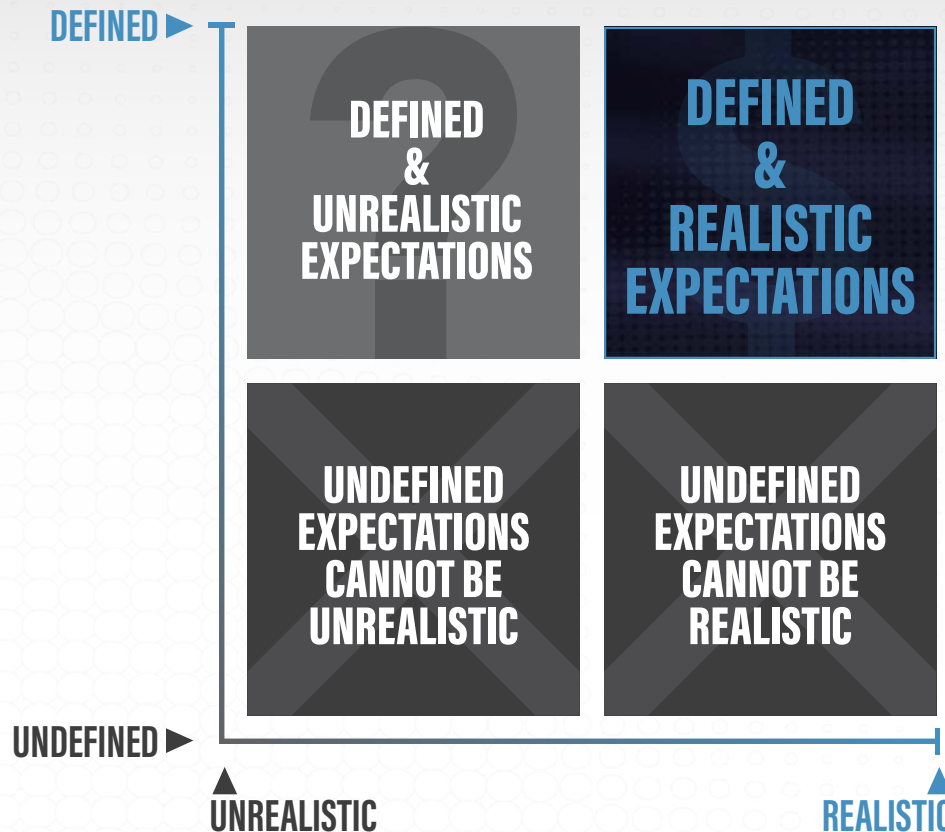


# **There is no such thing as “bad” marketing.**

The problem is almost universally a disconnect between expectations and true value.



# Marketing Investment Expectations







## Differentiate yourself from all other attorneys

- ▶ Excellent online resume
- ▶ Compelling website messaging

## Ways to differentiate:

- ▶ Work experience
- ▶ Education
- ▶ Reviews
- ▶ Looks (yes, it's marketing!)
- ▶ Results (verdicts, settlements, transactions)
- ▶ Personal Service
- ▶ Family Name
- ▶ Niche
- ▶ Office
- ▶ Price



# Marketing the Solo Law Practice

## Must Not Do's

**Overestimate referrals**

**Sound like a newbie**

**DON'T**

**Charge too small of a retainer**

**Assume quality legal work is enough**



## How does the first sentence of your website bio read?

### Example:

"Jamie graduated from Georgia State University Law School in 2016 where she was the Law Review Notes Editor. She earned her undergraduate degree from Reinhardt University and was a member of the Beta Beta Beta Honor Society."

### OR...

"Jamie represents clients in complex family law matters, including divorce and child custody disputes as well as support modifications. Prior to joining the firm, she worked for a nationally recognized CPA firm based in Atlanta. Jamie's clients are often small business owners or those who have accumulated sizable retirement investments."



# Marketing the Solo Law Practice Should Try To Do's

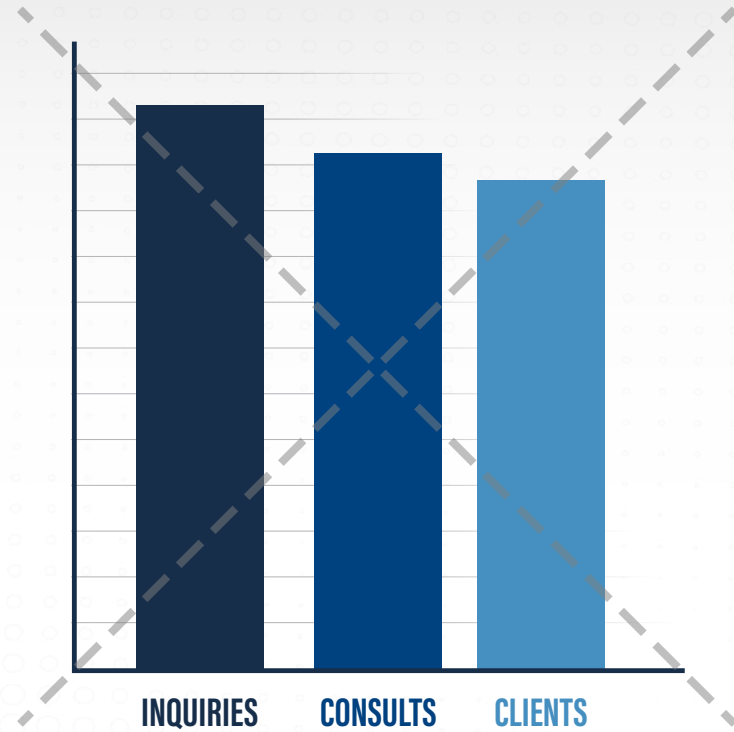
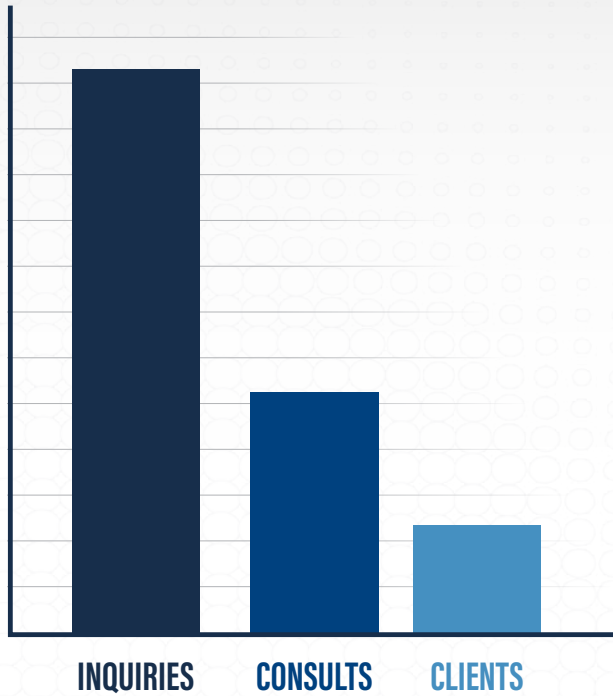
## You should try to:

- ▶ Set up office outside major metro
- ▶ Hire marketing-minded staff
- ▶ Pick the right marketing products  
(Both the right amount of each type and from the right vendors)
- ▶ Develop a niche
- ▶ Get a ton of reviews
- ▶ Turn away business regularly



# Marketing the Solo Law Practice Should Try To Do's

## Lead Conversion







# Marketing the Solo Law Practice

## Should Try To Do's

### NICHE

# Develop a niche.

**DRAM SHOP  
LIABILITY LAWYER**

School Law

Adoptions

Elder Law

Strip Club  
Wage Claims

Healthcare  
Provider  
Licensing

?



## The 3 Biggest Challenges for New Solos

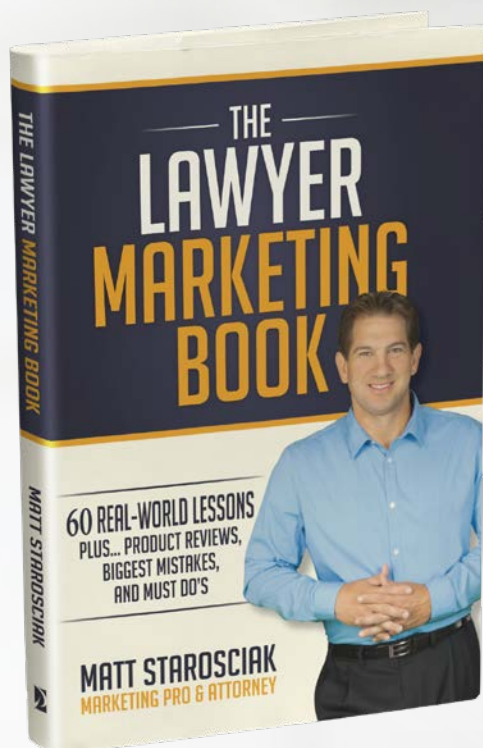
- ▶ Spending enough marketing dollars
- ▶ Picking the right marketing products
- ▶ Tolerating risk



# Marketing the Solo Law Practice Products

## What Products Work for Solos?

- ▶ Lawyer directories
  - ▶ Lead buys
  - ▶ Google Pay Per Click for niche areas (a.k.a. paid ads or Adwords)
  - ▶ Signage\* (billboards, athletic field banners)
  - ▶ Video monitors\*
  - ▶ Community magazines and newsletters\*
  - ▶ Newspaper\* (online and print)
- \* Non-metro firms



## Learn More

The Lawyer Marketing Book is the most current and comprehensive resource on attorney business development available today.

[TheLawyerMarketingBook.com](http://TheLawyerMarketingBook.com)

# THANK YOU