



**Marketing & Business  
Development Specialty Group  
July 2011**

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**Today's Presentation**

**Larry Bodine, Esq.**  
Larry Bodine Marketing  
[www.LarryBodine.com](http://www.LarryBodine.com)



**"Motivating Lawyers to Market"**

*Please mute your microphone/phones. Press \*6 to mute and unmute your phone. Submit questions using the WebEx chat feature.*



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**TAGLaw Marketing Retreat**



**MARKETING  
and Business Development  
RETREAT**

Presented by:  
**TAG Academy**

**NOVEMBER 11-12, 2011**  
Hilton St. Petersburg Bayfront  
St. Petersburg, Florida

A one-of-a-kind program created by and for TAGLaw legal marketing professionals.

Presentations and moderation by renowned legal marketing expert Larry Bodine, Esq.



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*Join and pass on the following LinkedIn Groups...*

- TAGLaw Members Group
- TAG Tax Specialty Group
- TAGLaw Marketing and Business Development Group
- TAGLaw Franchise Law Specialty Group
- TAGLaw Immigration Law Specialty Group



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**TAGLaw on Twitter**

*Send your firm's  
news & articles to  
[marketing@taglaw.com](mailto:marketing@taglaw.com)*



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Learn & Lead.

## TAG Academy

### Motivating Lawyers to Market

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## Larry Bodine, Esq., Business Development Trainer

- Former litigator
- Advised 250+ firms in business development
- Former Marketing Director: Sidley Austin
- **Training** programs and firm retreats
- Individual **coaching** for lawyers
- **Strategies** for law firm business development
- Using **the web & social media** to market your services



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## Agenda

- Why selling seems to hard: the lawyer personality
- Compare to sales and marketing personality
- Making the most of the lawyer personality
- 9 ways to create a habitat where business development will flourish
- Mistakes to avoid






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### Lawyers think business development is “selling.”

No one went to law school to become a salesman.

Lawyers think marketing is advertising.

Lawyers think selling is what a used-car salesman does.



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### Why selling seems so hard

- Only 20% of lawyers are natural marketers.
- 25% of lawyers cannot sell or refuse to learn
- 55% of lawyers can learn to be rainmakers. These are the lawyers to focus on, train and coach. They are willing but just don't know what to do.
- Create a habitat or an environment where these lawyers can thrive



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### Most Lawyers have the ISTJ personality

**I: Introverted.** They are quite happy by themselves, thank you.

**S: Sensing.** They make sense of the world by collecting facts, not feelings.

**T: Thinking.** They do what makes sense, regardless of how it feels.

**J: Judging.** They like finality, punctuality, predictability and a tidy desk.



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### Most Lawyers have the ISTJ personality

<ul style="list-style-type: none"> <li>• Logical</li> <li>• Aloof</li> <li>• Blunt</li> <li>• Honest</li> <li>• Interested in data</li> <li>• Like consistency</li> <li>• Want precedent</li> <li>• Honor tradition</li> </ul>	<p>They value:</p> <ul style="list-style-type: none"> <li>• Home</li> <li>• Social clubs</li> <li>• Government</li> <li>• Schools</li> <li>• The military</li> <li>• Church</li> </ul>
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### Sales and marketing people have the ESFJ personality

**E: Extroverted.** They get energy from other people. New business comes in through relationships.

**S: Sensing. A match!** They are logical and rely on factual info.

**F: Feeling.** They do what *feels right*, even though it may not *make sense*. They know that people buy based on emotion.

**J: Judging. A match!** They are focused on getting the details right and wants things done on deadline. They are highly organized and get results.

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### Sales and marketing people have the ESFJ personality

<ul style="list-style-type: none"> <li>• Warm, generous</li> <li>• Nurturing</li> <li>• Emotional</li> <li>• Protective</li> <li>• Decisive</li> <li>• Enjoy being in charge</li> <li>• See the world in black and white</li> <li>• Work hard, play hard</li> </ul>	<p>They value:</p> <ul style="list-style-type: none"> <li>• Birthdays</li> <li>• Holidays</li> <li>• Celebrations</li> </ul>
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### Making the most of the lawyer personality

**Introversion:** explain that business development is actually an *interviewing* process to determine if a client qualifies to do business with you.

- By asking questions, you are getting the focus off of yourself.
- Business development is not “pitching,” reciting your credentials or describing the firm’s practice areas. Clients don’t care about this.
- Clients want to talk about *themselves*. If they are talking, you are selling.

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### Making the most of the lawyer personality

**Sensing**

“Business Development Skills”	“Professional Skills”
	<ul style="list-style-type: none"> <li>• Good listener</li> <li>• Analytic</li> <li>• Skilled Questioner</li> <li>• Organized</li> <li>• Hard-Working</li> </ul>

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### Making the most of the lawyer personality

**Thinking:** rainmakers are not born, they are trained

- **73% of rainmakers took a course or training session** in marketing after they began their law practice
- They made the **extra effort to learn the skills** of business development.
- Many lawyers say, “I market my practice but don’t get good results.”
- **32% did NOT take a course or training session in marketing after law school.**



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### Making the most of the lawyer personality

**“Judging”:** lawyers like structure, organization and specific outcomes.

- Give them a fill-in-the-blanks business development form to complete.
- Each page lists the name of a person and the date to contact them
- Coach them to include clients they can visit, referral sources to cultivate, a trade association they can join, and a social medium in which to develop a presence.

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### Create an habitat where business developers can thrive.

- Publish a regular **training curriculum** where business development skills will be taught.
- Base it on a survey of what lawyers want to learn.
- Base it on client feedback, if you have it.
- Lunch and learn sessions.
  - Sutherland did it -- <http://bit.ly/IL7nQM> and Leonard, Street did it -- <http://bit.ly/isWFXp>



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### Create an environment where business developers can thrive.

- Create a **“Law Firm University”** where lawyers can get one-on-one tutoring (or coaching).
- Furnish the “university” with a business development library
  - Books
  - Articles
  - CDs
  - Videos
  - Proposals
  - Alternate fee plans



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## Create an environment where business developers can thrive.

- Distribute a **business development checklist**.
- See <http://bit.ly/AKTRv> for an example.

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### Associate Marketing Checklist

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[www.larrybodine.com](http://www.larrybodine.com), [Lbodine@LawMarketing.com](mailto:Lbodine@LawMarketing.com)

#### First Year Associates

Your job is to excel at delivering legal services. Don't worry about engraving new files right now. Your short-term goal is to start building your network. Your long-term goal is to avoid being a 40-year old lawyer with no clients.

- Volunteer for assignments and ask the firm's "rainmakers" for assignments.** Your assignments will build a reputation among the partners as a dedicated team player. Become known as the "go-to" associate of the first-year associates. Make sure that your work is delivered on time, accurate and every day.
- Start a habit of visiting the people you work with at clients.** It doesn't matter that they're junior people. In the end, they're colleagues, co-workers or company contacts, and you have a chance to start a relationship with them. For example, drop off each product in person.
- Take your contacts at clients out for breakfast or lunch.** Start the habit of scheduling at least one lunch-to-lunch meeting a week. This will be necessary to go somewhere right now to create a memorably meeting. Ask questions and get to know the other person. Get the person's business card.
- Whenever you get a business card, write three things on the back:** the date, where you are currently employed and about.
- When you return to the office, immediately create a contact record** for the person in your CRM or CRM system. Record key points about the conversation and the business card information. Remember, you can search a computer record, but you can't search a wall of crumpled-up business cards.
- Over time, collect more information about the other person.** You usually find their name, bio, phone, email, graduation and promotions; get the names of their spouses/significant others, children, list out their hobbies and what they like to do for fun. Once you have the names of all their pets, you've gone deep enough.
- Create a mailing list and keep it updated.** Add all your law school classmates (who will become referral sources, judges and in-house lawyers), your law school contacts, colleagues, friends, etc. If the future, these are people to whom you'll send your e-newsletter. Add the firm's marketing people to the list.
- Join a bar association and learn the law.** Make friends with people in your generation. Get their business cards.

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## Create an environment where business developers can thrive.

- If they won't listen to you, then bring in an **outside trainer**.
- They will say exactly what you've been saying all along, but because they are independent third parties, the lawyers will listen.

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## Create an environment where business developers can thrive.

- Rewrite the bios** of selected lawyers and give them a draft to edit.
- See "Turning Your Bio into a Magnet for Business" at <http://bit.ly/6575G>
- Emphasize benefits, not features
- Representative industries and clients
- Case histories

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Mary Ann Dunham  
 President

Mary Ann Dunham chairs the longest & Acquisition Practice Group for Business (opened in 2009). She has been a key player in the firm's success, managing technology, training and service initiatives in a broad range of industries, including energy and acquisition, mergers and acquisitions.

As a top lawyer in the firm, she has been a key player in the firm's success, managing technology, training and service initiatives in a broad range of industries, including energy and acquisition, mergers and acquisitions.

Leveraging her broad corporate finance and general business experience, Mary Ann has been a key player in the firm's success, managing technology, training and service initiatives.



### Create an environment where business developers can thrive.

- Propose a **business development retreat**. Suggest it by saying, "I have an idea that will make the firm more money."
- Volunteer to facilitate a business development session at all-partner meetings.



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### Create an environment where business developers can thrive.

- Publish an **internal business development newsletter** or e-newsletter.
- Focus on stories about new clients and files and how the lawyer brought in the new business.
- See how Smith Moore Leatherwood did it at <http://bit.ly/kN81NJ>



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### Create an environment where business developers can thrive.

- Set up a **video studio** in a spare office of the firm for under \$1,500. See <http://bit.ly/ii7qG8>
- Record 3-minute videos of lawyers giving factual information about problems their clients encounter, and create a YouTube channel.
- See <http://www.youtube.com/user/allenmatkins>



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### Create an environment where business developers can thrive.

- Offer to form teams of like-minded lawyers who can **jointly write a blog**.
- Start Google alerts to supply ideas.

**Below Average Cost per Lead, % Respondents by Lead Channel**

Lead Channel	Outbound (%)	Inbound (%)
Blogs	55%	47%
Social Media	47%	39%
SEO (Organic search)	39%	36%
Telemarketing	36%	33%
Direct Mail	33%	27%
PPC (Paid search)	27%	19%
Trade Shows	19%	0%

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### Mistakes to avoid

- Trying to change the compensation system.
- Leading the charge to change the firm culture. You will just get fired.
- Proceeding without support from the management/executive committee.
- Not having a partner who will champion your efforts.

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### Discussion

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