

Fishman Marketing
**20 Marketing Tips
While Working From Home**

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**THE RULES ARE DIFFERENT.
THE GAME HAS CHANGED.**

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This is not the time for cold objectivity.

- Be your most true self
 - Real people who need *real help*
- Be
 - Strong
 - Confident
 - Caring
 - Helpful
 - Supportive
 - Knowledgeable, informed
 - Available

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**SELL CARE, COMFORT,
TRUST, SECURITY, EMOTION**

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Sell Comfort, Security, Emotion

- Today *everyone is stressed*
 - Health, family, finances, personnel
 - Litigation, Bankruptcy are *always* stressful
 - The more personal the case the worse for the litigants
 - They may lose *everything*—their home, their life's work
- You're selling "We got this"
- We went to law school because we like helping people
 - Now is the time to *prove* that

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Lawyer First. Marketer Second.



***Tone it
down, Ross.***

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Big Picture

- Learn to be a great lawyer
 - Technical skills *and* client service
 - Limited marketing during years 1-3
- Build your long-term marketing infrastructure
 - Leverage social media
- Market yourself *internally*
- *Gradually* add marketing, networking
- Build your resume with bar associations
- Develop a specialty niche or industry
 - Write, speak, network, become a market leader
 - Build your personal brand
- Look for opportunities with existing clients
- Spend more time with prospects, referrals

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First-Year Associates

MINDSET:

- Become an excellent lawyer.
- Create the platform for later success.

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Second-Year Associates

MINDSET:

- Build your internal brand.
- Develop your network.

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Third-year Associates

MINDSET:

- Continue developing your external network, including relationships with your in-house contemporaries.
- Start developing a toolkit of the soft skills that will become important to your success, e.g., an elevator speech, public speaking, writing or co-authoring articles or blog posts, interpersonal communication skills to inspire confidence.

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Fourth- and Fifth-Years

MINDSET:

- Continue refining your legal skills.
- Expand your network and build your external reputation and resume.
- Focus on client-service skills and interacting with clients.
- Identify a narrow specialty practice or industry.

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Sixth+ -Year Associates

MINDSET:

- Start demonstrating that you're ready for partnership.
- Stay in touch with and provide value to clients. Share successes with contacts.
- Enhance external profile and increase visibility.

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BE "INTERESTED"

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Be "Interested"

- Better to be *interested* than *interesting*
- Networking isn't being the life of the party
- It's being sincerely interested in others
 - Helping solve their problems

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THIS IS YOUR TIME TO SHINE

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Today's situation requires different skills

- Introverts, not extraverts
- Small, not grandiose
 - Personal meetings, phone calls
 - One-on-one interactions
 - Zoom calls, not ballroom presentations
- Most-important personal traits
 - Hold their hands, do great work
 - Care, listen, be supportive
- Time to reach out to help

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Zoom, Skype for Business, Teams, WebEx, GoToMeeting...

VIDEOCONFERENCING

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Is videoconferencing the best platform?

- Hitting teleconference overload?
 - Pick up and dial
 - Send email with future link
- It's closer to being in-person
 - Is a phone call sufficient?
- Bigger obligation
 - Requires preparation, primping
- *If yes...*

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VIDEOCONFERENCE TIPS

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Videoconference tips

- Camera at or slightly **above** your eyes
 - More flattering
 - Raise laptop on a box or books
 - **Tripod for your phone**



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Videoconference tips

- Avoid silhouettes
 - Add light from the front if necessary



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TEST YOUR SETUP

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Test your setup

- Before a call run a test
 - Sound, lighting, background
- Go to zoom.us/test
 - Follow the prompts

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CONTACT CLIENTS, FRIENDS

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Contact your clients and friends

- Check in with anyone you care about
 - Friends
 - Executives
 - In-house lawyers
 - Prospects
- How are they doing?
 - They may need help too
 - Show your care, concern
 - If sincere, contact is always appreciated
 - Offer help, ideas, value
 - Solidify relationship.
 - Show what they're not getting elsewhere

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Contact your clients and friends

- Act like Trusted Advisor
 - Adding value
- Set up regular check-in calls
 - 10 minutes.
 - Any questions?
 - New issues?
 - Offer ongoing help, ideas, value

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NETWORKING

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Divide Up Your Business Cards

- You received 250-500 cards



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Divide Up Your Business Cards

- You received 250-500 cards
- Leave 100
- Put 100 in your suitcase
- Spread the rest around
 - Coats, jackets
 - Purses
 - Overcoats
 - Briefcases
 - Gym bags
 - Glove box



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UPDATE YOUR BIOGRAPHIES

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Update your biographies, profiles

- Update them with every victory, interesting matter, award, or appointment
 - Particularly important now
 - Website bio, LinkedIn profile
 - Other online profiles
- Show relevant experience in hot areas
 - COVID
 - CARES Act
 - Government funding
 - Layoffs, furloughing personnel

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FIND A SPECIALTY

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Find or create a specialty niche

- If you're slow, use this time to build a specialty niche
- Work toward becoming the market leader in something

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Your long-term goal: "Market Leadership"

- Not "Get your name out there"
- *Dominat*e an area
 - Own something
 - Industry
 - Sub-specialty practice
 - Combination

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Find a specialty

- Borkan & Scahill
 - 10-lawyer litigation boutique
 - Insurance defense
 - Specialty in defending police in excessive-force cases

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Taser lawyer

- Watch at t.ly/FVGe

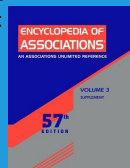


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Combine an industry and a specialty area

- Pick
 1. an *industry*, and
 2. a narrow *topic* in that industry.
- Become the best (best-known) in that area
- Then get to know their business needs

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Australian wine industry IP



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WHAT'S HOT *NOW?*

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Real Estate, Construction

BUILD IT AND THEY WILL COME.



At Balch Law, our real estate and construction lawyers specialize in the construction industry and all other construction. And as the nation's largest real estate, construction and operations, Balch Law has more than just an edge. We have a national network and the ability to deliver leading counsel in real estate and construction services. Right now is your best time to build.

THERE'S MORE TO BALCH

BALCH
& SINGAR LLP

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GROWTH INDUSTRIES

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HOTTEST TOPICS

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The hottest practice areas

- Practice areas
 - Bankruptcy
 - Distressed assets
 - Energy, oil and gas
 - Hospitality
 - Class actions
 - Estate planning
 - Labor & employment
 - Litigation (some)
 - Insurance coverage
 - Regulatory
- Industries
 - Cannabis
 - Health Care / Life Sci
 - Telecom
- Specialty areas
 - COVID
 - CARES Act
 - Cyber security
 - Privacy, data breaches
 - Investigations
 - Gov't stimulus audits
 - Tech / AI

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FOCUS YOUR *MARKETING*

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Don't have to focus your *practice*

- Market *narrowly*, practice *broadly*
 - Rifle shot more effective than a shotgun approach
- Fewer targets, but larger percentage of the work

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SPEED OF INFO IS CRITICAL

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Speed of information is critical

- They need current, accurate information
 - RIGHT NOW!
- Whose newsletters / alerts do GCs read?

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WRITING A BIOGRAPHY

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What've you done for me lately?

- Biographies – start with your *best* material
 - Don't bury the lede
- First, help me see how you can *help* me
 - I don't care about you yet

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DEVELOPING CONTENT: RE-USE, RE-MAKE, REPURPOSE

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You present a webinar

- What do you want to be known for?
 - What is your specialty area / niche?
 - What are you advising clients about?
 - Supply-chain issues in a pandemic?
 - Restructuring debt in 2020?
 - Effectively applying for government loan?
- Dictate
- Cut it up and spread it across the internet

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STAYING IN TOUCH

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Staying in Touch

- Which clients or prospects will you call *this week*?
- Make time to call at least one client / contact *every day*.
 - Just a few extra minutes
 - Yields substantial benefits in client development
- In this environment, make 2-3 per day if possible
- Out of sight, out of mind
- Must be "top of mind" when they need to *hire* or *refer* a lawyer like you

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THE MORE *THEY* TALK...

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The More *They* Talk...

- The more they like you!
- The *smarter* they think *you* are!
- Keep that in mind when trying to persuade a prospect that you're smart
 - Good questions showcase your knowledge
 - Not bragging or "credentialing"

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**CHECK LINKEDIN
BEFORE EVERY MEETING**

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Check LinkedIn Before EVERY Meeting

- Whom do you know in common?
- What's interesting?
- What can you use to show you're informed?
- Show you care enough to do your homework
- Don't stalk them but be aware.

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UPDATE YOUR CASE STUDIES

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Update Your Case Studies

- It's hard to sell new work without examples of your previous experience
 - Clients want to know you've already done this successfully
- You'll forget what you've done as you begin new work
 - Write it up as soon as you've finished the case / deal
 - Then send it to Marketing
- What have you done that's analogous to today's situations?

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THANK CLIENTS IN WRITING

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Thank clients in writing

- When you close a file, write the client a short, **handwritten note** thanking your client for the opportunity to represent them
- Fortune 500 health care GC:

In 10 years I've never received a single personalized thank-you card, even after multi-million-dollar engagements."

- Personal touches *now* are especially important

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HANDWRITTEN NOTES

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Handwritten notes

- Write handwritten notes
 - Extremely powerful
- Buy personalized stationery and start the habit of writing at least one personal note every day
 - Or do 25 every Friday at 1:00 pm
- Small cards, thick pen, big print

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DIVIDE UP YOUR CARDS

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Divide Up Your Cards

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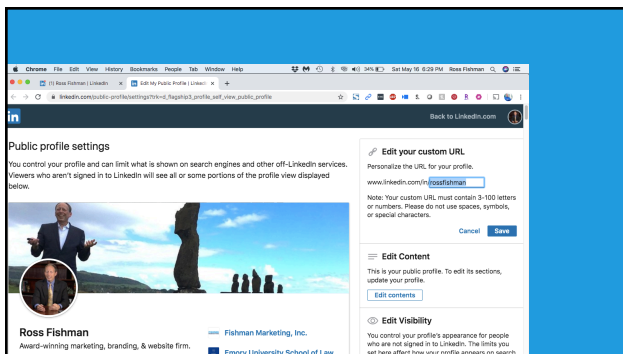
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LINKEDIN TIPS

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GET A CUSTOM LINKEDIN URL

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USE LINKEDIN TO "KEEP IN TOUCH"

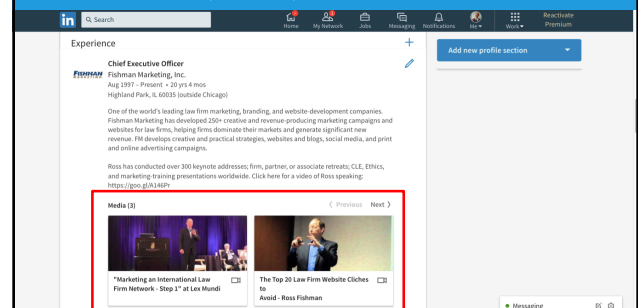
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LinkedIn

- **Stay in touch, congratulate people**
 - Send brief Happy Birthday notes
 - Congratulate them on promotions, job changes, anniversaries
 - Send *customized* invitations
 - Who's looking at your profile?

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Link to articles, video, media



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Featured

POWERFUL VIDEO: 250 Brands/Websites in 2 Minutes
 YouTube
 Law firms with stronger brands stand out — they charge higher rates and make more money. Your...

DEMO VIDEO: Legal Marketing Speaker, Keynotes, Ethics CLE, Ross Fishman, CEO, Fishman...
 Ross Fishman is one of the legal profession's most-popular marketing and CLE keynote speakers and...

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Ross's Law Marketing Books

Strategy/Branding

"Decades of wisdom delivered in a funny, insightful way. Essential legal marketing reading."
 - Nat Slavin, LMA President

"We're smart. We're old. And we're the best at everything." The World's First No-BS Guide to Legal Marketing and Branding

Buy on Amazon:
<https://goo.gl/Vwf8Wn>

Associate Training

"A well-written, engaging, and very practical guide — no, make that, bible."
 - Of Counsel

The Ultimate Law Firm Associate's Marketing Checklist: The Renowned Step-By-Step, Year-By-Year Process for Lawyers Who Want to Develop Clients.

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