

Lawyers Must Make an Emotional Connection to Make the Sale

Article By:

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I am in Orlando today for our [Rainmaker Retreat](#) and am always gratified by the people who show up to attend our two-day law firm marketing boot camp, often coming from far away to obtain the knowledge they need to create a successful lifestyle law firm.

I know that the reason most come is because they have heard from peers who have already attended how much they gain from every session. Although we offer a money-back guarantee, I can't recall the last time someone took us up on it. And that makes me feel very good.

What I like to think is that I am basically a good content provider. And that is what attorneys must become if they want to convert leads and prospects into paying clients. **You must make an emotional connection through engaging and compelling storytelling these days to get buy-in to what you are selling.**

A recent Optify survey showed just how key content marketing is to client engagement. Even though the survey was among B2B marketers, it resonates for B2C as well:

The takeaway for attorneys is that **creating case studies and free reports that offer valuable insight to your target market should be at the top of your law firm marketing tactics list.** Create that compelling and engaging content by telling real stories from real experiences (leaving out the real names, of course), then promote on social (see [yesterday's post](#) on how to do this), your website and via email marketing.

Over half the marketers in the Optify survey said that **producing engaging content is their biggest challenge, and I know that rings true for a lot of attorneys.** As a service, we provide content for many attorneys, and received this note from one of our clients yesterday:

I started sending the articles via email to my email list in early September. Nothing fancy - just text emails. My list only has 46 names on it, and most are friends, family and current/former clients. I already have three potential estate planning clients as a result - all of which I am confident will engage.

Everyone has a story to tell. Are you telling yours in a way that creates new clients?

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