

Marketing For Attorneys; The Right Way To Do It

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When it comes to **marketing**, if an attorney does it at all, they're usually doing it wrong. Most attorneys focus on getting the clients who are ready to sign a contract. Of course, it's a logical practice. Why would you want to talk to people who don't currently need a lawyer? It sounds like a waste of time, but it's actually one of the best uses of your time.

Let me explain; When someone already knows they want a lawyer, they're already sorting through all of the lawyers in the area. You're just another face in the crowd and it's easy to get lost in a sea of promises.

"We want to help you."

"Money for your pain."

"You don't pay us until they pay you."

Even if you're more qualified for the job, you know and I know that doesn't ever guarantee that you will get the case. What you need to do is make an effort to stand out. How do you stand out? By doing something *different*.

Marketing to the people who are in phase one of the process (someone who has just gotten into an accident or someone who is simply *considering* filing for bankruptcy) will give you an advantage.

As an example, think of when you're awake late at night and you're not really hungry but then a commercial for a local restaurant comes on and suddenly, you're craving their special.

If you talk to people before they even know they need a lawyer, you're at the front of their minds when they come to the decision that they *do* need one.

There are many simple ways to make sure those people know your name before anyone else's and one of those ways is to produce videos.

A lot of attorneys won't put forth the effort that it takes to make this kind of marketing strategy work. If you really think about it, that's a great thing.

If you are willing to put in the effort, you are one of the very few who has this specific marketing technique and - when done correctly - it can bring in high volumes of potential cases.

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