

What Lesson Can You Learn from Terrible Attorney Marketing?

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I've always said that our prospective clients are bombarded by thousands of **marketing messages every day**. I've read estimates ranging from **3,000 to 30,000** – I guess it depends on whether your location or population density. The number is less important than the fact that there are more and more ways marketers are trying to get our attention.

Think of all the ways people get marketing messages. Billboards, sides of cars and trucks, brochures in your mailbox, brochures filling up the envelopes that your phone bill comes in, flyers inserted into your newspaper and cards in magazines, TV and radio 30-60 second spots and infomercials, telemarketing, emails, and even the banner flying behind the small airplane up and down the beach are all examples of what's called marketing noise.

Lawyers, too, of course, are part of the marketing noise. We're all trying to get the attention of prospective clients. Lots of lawyers approach the attention-getting challenging by trying to yell louder over the noise – bigger ads that look like everyone else's ads, just bigger and with gorier pictures and lots of color. Such an approach is great for the ad companies, but not for the lawyers' bottom line.

To keep from getting lost in the ever-increasing marketing noise that your prospective clients are being subjected to, you must formulate and use a system that keeps you at the top of their consciousness. Your goal is to make sure that when they need a lawyer, they think of you.

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