Twenty Marketing Ideas You Can Do in Five Minutes or Less! (Part I)

By Terrie S. Wheeler, MBC

Lawyers are busy – there's never enough time to really do marketing. But we know that everyone has small bits of time each day to implement just one small, high-impact strategy – particularly if it will take five minutes or less of your time. So keep this document handy – copy it and use the boxes to track your accomplishments.

- ☐ **Phone a Friend** - Think of a client or referral source you haven't talked to recently. Pick up the phone to offer a friendly hello, to see how the person is doing or to schedule a coffee or lunch.
- ☐ **Make a Post** – Find a link to an article you find interesting and post it on LinkedIn with your message about why you think your connections would find it interesting.
- ☐ **Send an Article** – If you are reading a business, trade journal or the newspaper, send a link to someone you know would appreciate it with a short note that you thought they would find the article interesting.
- ☐ **Ask a Referral Source to Coffee** – Make a list of your top five referral sources. Reach out to one of them to schedule coffee, lunch or drinks after work.
- ☐ **Make a Referral** – Think of two people you know who should meet. Write a quick email introducing them to one another and include links to their LinkedIn profile or their website biography.
- ☐ **Elevator Speech** – Write down your elevator speech and practice it a couple of times out loud. The more you practice, the less rehearsed it will sound.
- ☐ **Show your Appreciation** – Remind your assistant and paralegal(s) how much you appreciate their role in helping you serve clients. Be genuine. It will make their day!
- ☐ **Take a Lawyer to Lunch** – Schedule lunch or coffee with a colleague to learn more about the work they do for clients.
- ☐ **Review your Biography** – Check to make sure it is current and not missing any of your recent articles, presentations, awards or case summaries.
- ☐ **Client Focus** - Call a client for whom you have recently completed a transaction or matter just to see how well the firm met their expectations.
- ☐ **Bill your Time Daily** – Don't leave time ($$) on the table. Enter your time into the system each day (don't let it accumulate).
- ☐ **Create a Rough Outline** – Think of a topic you have a higher level of knowledge in and what type of audience would be interested. Create a rough outline. Use the outline to write an article, do a presentation, write a blog post or self-publish on LinkedIn.
- ☐ **Learn your Strengths** – Learn your inherent strengths; take the Gallop Organization's StrengthsFinder assessment (Note: taking the StrengthsFinder Assessment will take approximately 40 minutes and will cost $9.99).
- ☐ **Your Email Introduction** – Create a one paragraph introduction of yourself you can send to a LinkedIn connection willing to make an introduction of you to someone you want to meet. Save and reuse.
- ☐ **Association Involvement** – Consider one trade or professional association you are in. Visit their website and add their next meeting to your calendar. Then, attend.
- ☐ **Sales Pipeline** – Review your sales pipeline. Look at one of your hottest prospects, and take action to move that relationship forward (email, phone call, private message on LinkedIn).
- ☐ **Engage with your Contacts on LinkedIn** – Go to your LinkedIn Home page and scroll down the list of content and activities your contacts have posted. Engage with a couple of them (nice article, congratulations on your promotion, etc.).
- ☐ **Like and Engage on Firm Posts** – View the firm's LinkedIn company page and engage with posts the firm has made. If you like their post, it will appear on your personal profile.
- ☐ **Proactive Client Status Update** – Think of one client you can update on the status of their case. Call or email them with a proactive update (even if something is in a holding pattern).
- ☐ **Non-Billable Client Meeting** – Consider it building good will. Schedule time to meet with a client at their offices for a non-billable status update or to address any concerns your client may have.

Next month, we will offer another set of quick and easy tips for marketing your practice that have a high impact yet require a limited investment of time and effort. The key to success is to maintain a consistent presence with your marketing activities and to keep marketing top-of-mind in your daily work.

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