40 Marketing Ideas You Can Do In Five Minutes or Less!

As a professional you 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 – print it off and use the boxes to check your activities off as you go.

☐ **Phone a Friend** - Think of a client or referral source you have not talked to recently – pick up the phone to offer a friendly "hello" touch base, see how the person is doing; schedule a time for 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 or trade journal, or the newspaper for that matter, 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 including 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, 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.

☐ **Lawyers: 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 to self-publish on LinkedIn.

☐ **Learn your Strengths** – Schedule time on your calendar to take the StrengthsFinderTM assessment (Note: taking the StrengthsFinder Assessment will take approximately 40 minutes).

☐ **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 posts 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.

☐ **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.

☐ **Find a Non-Profit Board** – Non-profit boards are always looking for dedicated volunteer board members. What are you most passionate about? See what boards are out there supporting your interests

☐ **Thank a Referral Source** – You just received a referral. Stop what you are doing and send a hand- written thank you note to the person who thought highly enough of you to send a client to you.

☐ **Define Your A-Level Client** - What do your best clients have in common? Identify the traits and characteristics of your best clients.

□ **Be Efficient for your Clients** - Look at what you're working on. If an associate or paralegal can do the drafting or research for you, delegate, delegate, delegate!

□ **Get Back to Marketing Basics** - Reflect on what has led to your success to-date. If you found yourself with no clients, what would you do first? Revisit what marketing behaviors have led to your success.

□ **Questions to Ask in a Networking Meeting** – take a moment and jot down the best questions to ask to get people engaged in talking with you. "What do you Do?" does not count nor should it even be on your list!

□ **Joint Market with a Referral Source** – Think of a referral source or two that you could partner with to deliver a webinar, or a live seminar. What could the topics be? Who would you invite?

□ **Why Hire Me?** – You're sitting in front of a prospective client. How would you respond to, "Why should I hire you?" Write these messages down and incorporate them into your elevator speech.

□ **Focus on your Niche –** Identify one thing you can do to further your marketing efforts within your primary niche; the area of practice you would most like to grow.

□ **Target a Client –** Pick one individual or company you would like to have as a client. Go online and search for them. Look at their social media activities. Start a mini-dossier on clients you would like to attract and add to it on another day.

□ **Start a Blog Post –** Pick a legal topic that interests you right now. Identify what the topic is, who it affects, and what people need to know. Add, " In Conclusion….." You have just written a blog post! This can be shared on your LinkedIn profile or the firm's website.

□ **Send a Hand-Written Thank you Note** – We know someone has done something thoughtful or considerate for you in the past few days. Let them know how much you appreciated it.

□ **Be a Mentor** – Take some time to reach out to someone in the firm junior to you and invite them to lunch. Make a commitment to lessening their learning curve in an environment outside of the firm.

□ **Lawyers: Time Entries are Marketing Tools** – Look at the time entries you make. If you were the client, would you see the value in your work? Write time entries from the client's perspective by including more detail on your work.

□ **Research a Prospective Client** – Interested in a potential or prospective client? Do some research on them by reviewing the client's website, the biographies of key executives, do a Google search for any recent media coverage or industry news, and do an advanced search in LinkedIn to see if anyone in your network can introduce you to the prospect.

□ **Set-up Google Alerts** – Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries. Google Alerts can be used to monitor a developing news story, or to keep current on a competitor, company, or industry. Go to www.google.com/alerts and set up alerts with keywords and client names.

□ **Pitch a Story Idea** – Brainstorm article and interview ideas to pitch to relevant publications and other media. Has there been a significant case development in your field?

□ **Update Your Contacts** – Do you have a stack of business cards sitting on your desk or at the bottom of your purse or briefcase that you've collected at recent networking and client events? Gather them together and ask your assistant to add their information to your Outlook contacts.

□ **Create a Case Study** – Have you recently won a case that would make a great addition to the firm's website? Contact PSM for the firm's case study template and fill it out. PSM will get it added to the website!

□ **Read a Publication of Interest to Your Client** – Find and subscribe to a client trade publication to keep abreast of news that may affect your client and his or her industry.

□ **Congratulate a Colleague** – Has a colleague recently been nominated for or received an award recognizing his or her skills or volunteer services? Reach out and congratulate him or her with a personal email.

□ **Brainstorm New Business Ideas with a Colleague** – Set-up time with a colleague with whom you frequently do client work and brainstorm ideas for new business. Is there a new client you would like to do work for? Do you see an opportunity to help a current client in another area in which the firm is not already serving?

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Professional Services Marketing
www.psm-marketing.com
320.358.1000