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# Cost: \$0

These no cost activities are easy to implement. You'll be surprised how fast you'll start seeing results.



## Social Networks

- LinkedIn, Google+, Facebook and Twitter are the most common social networks and each is free
- Google+, Twitter, and Facebook also have value, provided your conduct on them is strictly professional.



## E-Mail Signature

- Include all your contact information in your e-mail signature (i.e. direct, general and cell numbers, e-mail address, blog, LinkedIn and/or website address).
- Keep your e-mail signature short and precise.
- Use plain fonts such as Arial or Helvetica, which appear sharp on most devices.
- DO NOT use fancy font styles as they can become corrupted on certain devices.
- DO NOT use signature block designed as a graphic. It will appear as an attachment to your e-mail which is misleading and annoying.



## E-Mail Updates

- Schedule e-mail updates to colleagues, contacts and acquaintances to pass along a link or to let them know they were in your thoughts.
- Include a link to your blog or an article that they might find helpful.



## Connect with Referral Sources

- Continue to connect with established referral sources that you may have known for some time along with prospective referral sources who you may have met recently.
- Identify additional people with whom you can create a cross-referral relationship and connect with them.



## Write

- Setting up a blog is easy and free (i.e Wordpress and Blogger)
- Keep content short (300 words approx.)
- Include thoughts and information that will be helpful to your target audience.
- Offer to write a free legal advice column pertaining to your areas of law for a local publication (hard copy, online or both)
- Make sure that in your author's footer you include all your contact details: phone, e-mail, blog and/or website address.



## Speak

- Organizations in your local community may be more than happy to have you speak to their members about legal issues that might be important to them. This is not a selling opportunity; it is an opportunity to be a resource for others. Don't worry that you're giving away valuable information. Sharing freely will be reciprocated.



## Follow-Up

- Always follow-up with your current and new contacts through e-mail, personal phone calls, meeting in person, an invitation to contribute to your blog, etc.
- It's a rule of thumb that it takes at least seven "touches" for people to start to build a relationship that has the level of trust necessary to do business together.



**Don't forget!** The best news of all is that you don't have to do all your marketing by yourself. Get your colleagues, friends and family involved. Buddy up with like-minded professionals who offer services that are complementary to yours. You'll double your invitation list and if there's a cost involved, you can split the bill.

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Visit <http://bit.ly/legal-mkt-budget> to get even more helpful business-building advice!  
Or call 1-877-749-0157 to schedule a demonstration.

**Download** a free budget template to help you get you started!

<http://bit.ly/legal-mkt-template>

# Cost: \$0-Low

With a small investment, you'll be laying the ground work for establishing and building your brand.



## Webpage

- If you have an e-mail address, you probably have access to a webpage or website (check with your provider).
- Your webpage or website can be a version of your LinkedIn profile.



## Signage

- If you have an office with available signage space, make the most of it. Include what you do along with your name.

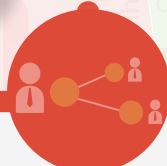
For example:

John Smith, Wills and Estates and Family Law; Jane Rogers, Commercial and Personal Real Estate Lawyer.



## Host an Event

- Hosting an educational event for your target market and providing valuable information that could be helpful to them will win you great support.
- People love free legal advice so don't worry about giving too much information away because those people who need your help will come to you for assistance.
- Event can be a simple 30-minute breakfast, a brown-bag lunch-and-learn or an evening wine-and-cheese.
- Co-host this type of event with a like-minded colleague, such as a non-competing lawyer, accountant, financial adviser, physician, etc.



## Networking

- This can be as formal as joining a client industry association, local board of trade, or community group that you'll enjoy.
- Consider offering a free 30-minute, information imparting, non-selling seminar through local service groups.
- Regardless of how you choose to network, it's important that you choose to meet people through doing the types of things you enjoy.



## Sponsorships

- If you can afford it, sponsor an organization or event that dovetails to your area of law.
- If your target clients participate in an industry golf tournament, sponsor lunch, drinks or a hole.
- For real estate law, consider sponsoring a local garden or heritage home tour.
- For business law, consider sponsorships pertaining to your local chamber of commerce, business improvement association, etc.



## Advertise

- If you can afford it, advertise consistently where your target clients will see it.
- Keep ad copy short.
- Use the same short message over and over. It is a smart idea to ask clients to recommend where you might consider advertising. They will be flattered to be asked or may be able to lend a helping hand and, at the very least, will be supportive of your efforts.

**Don't forget!** These tools are additive, not exclusive, so master one item, before adding to another. Don't be afraid to experiment with new tools and new ideas. Find out what works for your business and your market.

**Don't forget!** No matter what things you choose to do, the most important factor is to get out in the community. Participate in events, contribute to publications, be heard and be seen. Doing so will raise your profile, build your credibility and you will have fun too.

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# Cost: Low-Moderate

With everything else in place, it's time to investment in your business and yourself!

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