

Quick Tips on Acquiring Clients

Personal Tips

- Be confident.
- Go where the non-lawyers are.
- When asked what you do, don't say "everything."
- Let everyone know you are a lawyer.
- Try to target your practice area.
- Be wary of marketing services.
- Make sure your contact info is on website.
- Charge slightly less than established firms.
- Don't tell people you are new unless they ask.
- Join Meetups for entrepreneurs or groups related to your practice area. Give a presentation.
- Volunteer for civic associations.
- Join groups of interest to you.
- Volunteer to give a CLE presentation at your local or state bar.
- Be a problem solver for existing clients (beyond representation).
- Develop contacts with large firms which often refer matters due to conflict.
- Become acquainted with practitioners in complimentary or shared practice areas.
- Avoid meritless cases.

Online Tips

- Claim your identity on social media before someone else does.
- Separate personal and business online lives.
- Actively contribute to your business social media accounts.
- Create a positive online presence through websites under your control.
- Be careful about creating a positive online presence on websites over which you have no control.
- Address negative online issues immediately through removal of offending content. If removal not possible in the event of a website over which you have control, draft a response that is appropriate for the site. Be mindful of your attorney-client responsibilities when responding.
- Create a simple website for your firm. Use keywords to increase viewers of your webpage.
- Volunteer to guest post on trade, client or lawyer centric blogs.

Other Useful Items

- Have a retainer contract ready before you meet the client