



PROGRAM MATERIALS

Program #2928

January 8, 2019

Achieving Success in 2019: 5 Tips for Success in Private Practice

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ACHIEVING **SUCCESS** IN 2019

► *5 Tips for Success
in Private Practice*

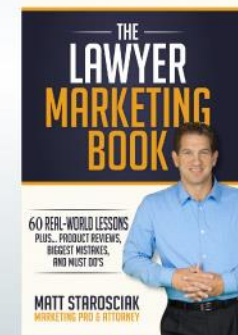


presented by

MATT STAROSCIAK

- Licensed for 20 years
- Practice experience in small and large firms
- 10 years selling law firm marketing products
- Founded Proven Law Marketing in 2011

Author of





Agenda

- ▶ The #1 Way to Increase Marketing ROI
- ▶ Simple – But Necessary – Budget Document
- ▶ Online Reputation and Reviews... Where It's Going
- ▶ Buying the Right Products and Negotiating with Vendors
- ▶ Measuring Results and Making Adjustments



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#1 WAY TO INCREASE MARKETING ROI

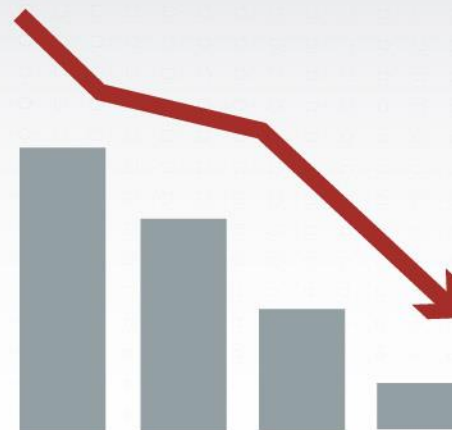


**IMPROVE
INTAKE**



Problems with Intake

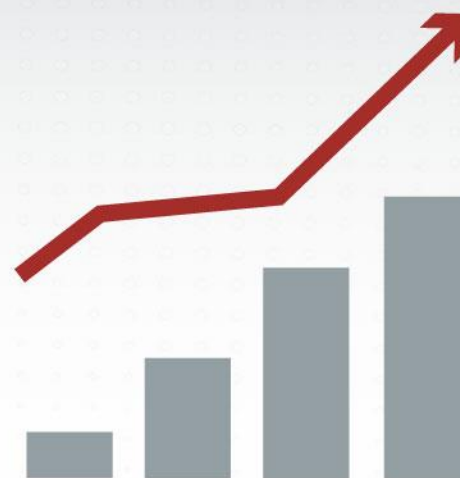
- ❌ Lack of Focus
- ❌ Staff Perceptions
- ❌ Speed
- ❌ Less than 24/7/365
- ❌ Overcome Deficiency





Solutions for Intake

- ✓ **Coach on Importance**
- ✓ **Invest in 3rd Party Help**
- ✓ **Listen to Calls**
- ✓ **Discuss it with Clients**
- ✓ **Understand Always Room
for Improvement**





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THE POWER OF A



ONE-PAGE BUDGET



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One-page Budget

What it is →

Why it's critical



- ▶ Allocation between branding and direct lead generation
- ▶ Constant ROI evaluation

Non-Metro Area Sample Marketing Budget: Updated 10/17/17

	Total	YTD	Full Year Projected
Martindale/Lawyers.com	619	4,952	7,428
Matt Starosciak Consulting	1,500	12,000	18,000
Findlaw	445	3,560	5,340
Super Lawyers	142	1,136	1,704
Website Hosting & Changes	34	120	330
Yellow Pages	642	4,494	4,494
High School #1	84	1,000	1,000
High School #2	0	0	500
High School #3	19	230	530
High School #4	25	300	300
Misc Events Sponsor	59	?	750
Avvo	415	3,320	4,980
Press Releases	21	110	220
Newspaper Print Ads	200	2,049	2,647
Newspaper Online Ads	475	2,850	3,696
Website Content	125	0	1,500
HG.org	24	280	280
Shopper	200	1,200	1,200
Banners/Billboards	141	1,700	1,700
Neighborhood Magazines	258	3,100	3,100
After-hour Call Service	135	455	995
Buffalo Wild Wings	83	995	995
Holiday Cards	25	0	300
Total	\$4,978		\$61,989

Recommended Additions Oct-Dec:

Billboards	\$4,000
NTH Print	\$600
School Gyms	\$2,250
Internet Paid	\$3,000
Total:	\$9,850



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HOW CRITICAL ARE REVIEWS AND ONLINE REPUTATION?



**WHAT TO
DO NOW**



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Online Reputation

Why Are Online Reviews So Critical to Today's Law Firm?



- ▶ **Trusted**
- ▶ **Public**
- ▶ **Increasing in number**
- ▶ **You WILL get negative reviews**



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Online Reputation

The Most Important Review Websites for Lawyers

Google

Avvo

Lawyers.com

LinkedIn

FindLaw

yelp

facebook

glassdoor

Ripoff
Report

Why?

Because these are the most likely sites to appear for a firm or lawyer name search.



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Online Reputation

2 Strategies for Generating Positive Online Reviews

- ✓ Implement an internal process
- ✓ Use a software program



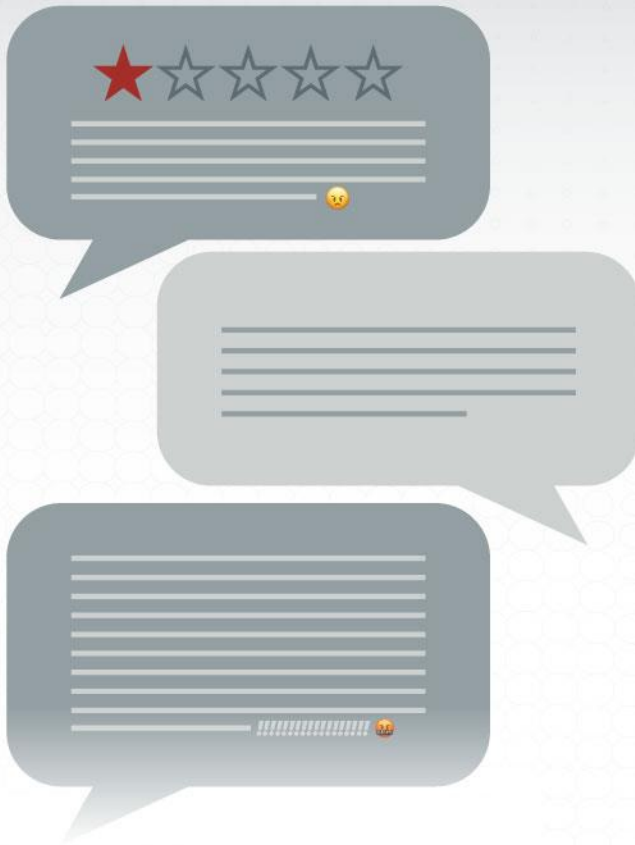


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Online Reputation

Why Not Respond to Negative Reviews?



- ▶ Invites more negativity
- ▶ Shows reviewer you care
- ▶ Usually poorly written and unsupported
- ▶ Risk of being a bully



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PRODUCTS & VENDORS

HOW TO CHOOSE & NEGOTIATE



How to Buy Products & Negotiate with Vendors

- ✓ **Determine which products and services to spend time evaluating**
- ✓ **Evaluate them**
- ✓ **Negotiate with sales reps**





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Products

What Products Should You Be Looking At in 2019?



- ▶ **Lead Buys**
- ▶ **Lawyer Directories**
- ▶ **Very Focused Pay Per Click (PPC)**
- ▶ **Local Branding**



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Products

Lead Buys

Why Lead Buys?



- ▶ **Perfect Tracking**
- ▶ **No Contract**

There are downsides to buying leads....



Why Lawyer Directories?

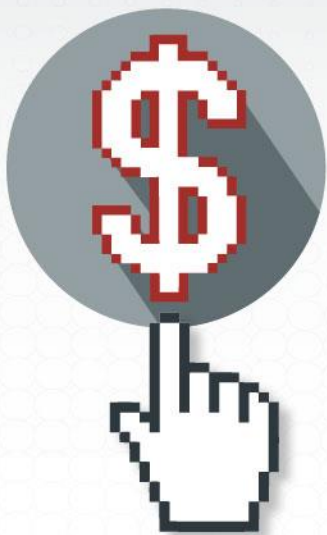


- ▶ **Fixed Price**
- ▶ **Guaranteed Placement... Maybe**
- ▶ **Leverage High Search Engine Rankings**
- ▶ **Highlight Credentials Well**

There are downsides to lawyer directories...



Why Very Focused PPC?



- ▶ **Unlimited Flexibility**
- ▶ **Still Possible to Outsmart the Competition**
- ▶ **It's Where People Look**

There are downsides to PPC...



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Products

Branding

Why Local Branding?



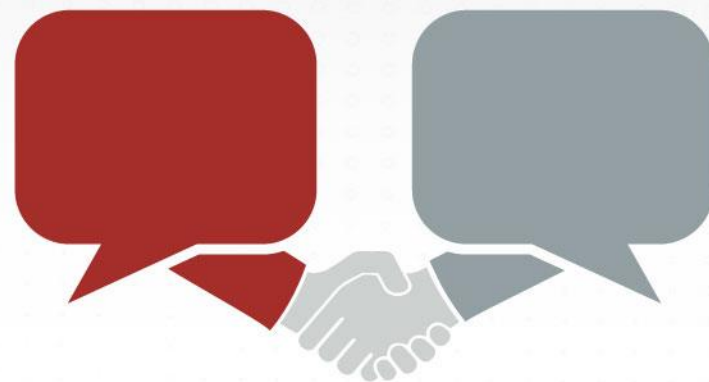
- ▶ Repetitive Exposure Still Works...
Ask Coke
- ▶ Relatively Inexpensive

There are downsides to any branding strategy...



Best Practices for Dealing with Sales Reps

- ✓ Treat with respect
- ✓ Know how they are paid
- ✓ Make them look good
- ✓ Share successes
- ✓ Leverage referrals
- ✓ Slow-play knowledge

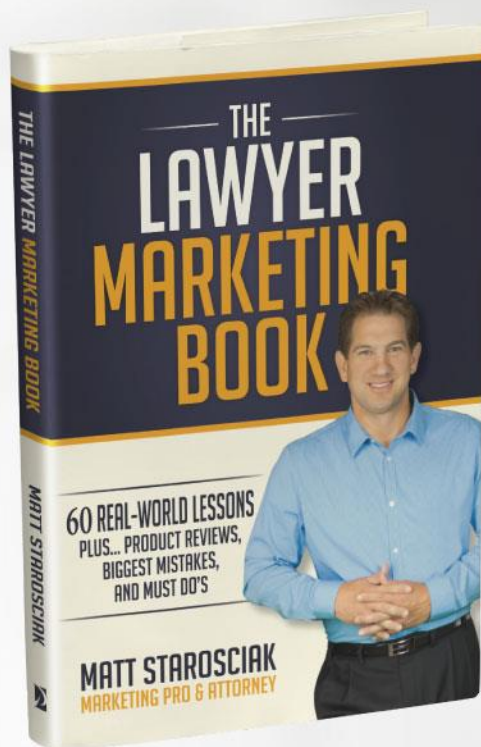




Common Mistakes

- ❌ Long-term agreements
- ❌ Fail to plan for set-up
- ❌ Deficient intake
- ❌ Packages
- ❌ Ancillary benefits
- ❌ Putting too much or too little stock in sales rep





The Lawyer Marketing Book is the most current and comprehensive resource on attorney business development available today.

- ▶ **Published in 2017**
- ▶ **300+ Pages**
- ▶ **Real-world Examples**

TheLawyerMarketingBook.com

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