Write Your Marketing Plan Today!

PRACTICE MANAGEMENT ADVISORY SERVICE OF THE D.C. BAR
LUNCH & LEARN ▫ AUGUST 19, 2021
SPEAKER: MARY ELLEN HICKMAN

Hickman Consulting Partners = Growth

Hickman Consulting Partners = Attention

MARY ELLEN HICKMAN, MBA

Founder + Marketing Strategist

HICKMAN
Consulting Partners, LLC

20+ years in marketing

Broad range of experience

- Advertising, research, business analysis, revenue forecasting
- New business and brand launch in US and overseas
- Launched and led 3 businesses

Kraft
WARNER LAMBERT
Coors BREWING COMPANY

MBA from top-tier school

UNIVERSITY of VIRGINIA
DARDEN SCHOOL OF BUSINESS

Adjunct professor of marketing

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Objective:

Write a streamlined marketing plan to successfully grow your law firm.

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WRITE YOUR MARKETING PLAN TODAY!

OUR PATH

1. Start with a purpose
2. Define your core services*
3. Set clear objectives*
4. Choose the right clients*
5. Identify insights*
6. Define your point of difference*
7. Charge the right price*
8. Select marketing tactics*
9. Estimate costs and plan timing
10. Next steps

1. START WITH A PURPOSE

STEP 1

Start with a purpose

1. Persuade your ideal clients to change behavior

2. Keys to success
   - Understand your ideal clients and what motivates them
   - Take the time to write down your strategy
   - Do less, and do it better
   - Be consistent
   - Track + measure

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2. DEFINE YOUR CORE SERVICES*

STEP 2

Define your core services*

1. What services are you absolutely best at delivering?
   - Will you be happy delivering these services for the foreseeable future?
   - Can you make money?

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3. SET CLEAR OBJECTIVES*

STEP 3

Set clear objectives*

1. Annual revenue needed
2. Annual compensation
3. Number of staff
4. Hours worked per week
5. TBD: Other objective(s) you define

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4. CHOOSE THE RIGHT CLIENTS: DEFINE + LIMIT*

STEP 4

Choose the right clients*

1. Who needs your services?
2. Who values your services?
3. Who is able to pay?
4. Who is easy to persuade?
5. Who is easy to work with?

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5. IDENTIFY INSIGHTS*

STEP 5

Identify insights*

1. How do your ideal clients think and feel about your services?
2. What is important to them, in this context?
3. How do they like to get information about your services?
   - What medium
   - From whom
   - When
4. What major event precedes the need for your services?

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6. DEFINE YOUR POINT OF DIFFERENCE*

STEP 6

Define your point of difference*

1. State the unique benefit you provide to your ideal clients
   - What do your ideal clients care about the most?
2. Figure it out the easy way: Ask
   - Current or former ideal clients (or people like them)
   - Your staff
   - Your peers
3. Make sure that your benefit is unique
   - Your ideal clients want to choose
   - Your ideal clients want you to make the choice clear
   - Show them why they should choose you!

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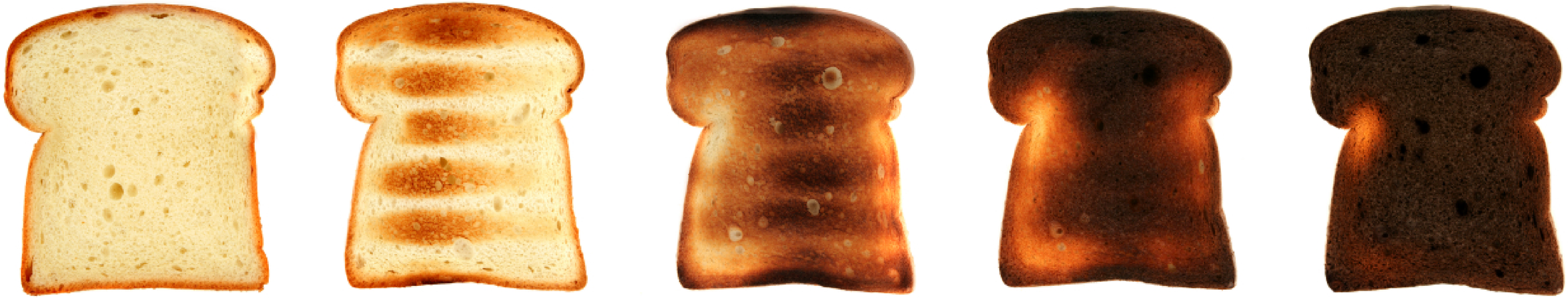
6. DEFINE YOUR POINT OF DIFFERENCE



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Consider your competition:

Lawyers and law firms who do comparable work.

7. CHARGE THE RIGHT PRICE*

STEP 7

Charge the right price

1. **Understand the market rate**
   - Hourly rate
   - Total cost per engagement or project

2. **Know your value**
   - What's it worth to have access to your children?
   - What's it worth to protect your family's wealth and take care of future generations?
   - What's it worth to have a good client contract so that your client can collect what they're owed?

3. **Confidently state your price**

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USE YOUR SECRET WEAPONS

DC BAR

PRACTICE MANAGEMENT ADVISORY SERVICE

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Myth

"My clients can't – or don't want to – pay my full rate."

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Reality

Find better clients.

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8. SELECT MARKETING TACTICS

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8. DO WHAT WORKS. DO IT BETTER.*

STEP 8

Do what works. Do it better.

1. Strategic networking
   - Groups or associations
   - One-on-one
2. Select speaking engagements
3. Email marketing
   - Including list-servs
4. Targeted, focused social media:
   - Don't. Get. Distracted.
5. Direct mail
   - Letters
   - Cards

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Myth

"I have to keep on top of all of the latest marketing trends and do all of the marketing activities people tell me I should do."

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Reality

Do less:

Prioritize ruthlessly.

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9. ESTIMATE COSTS + PLAN TIMING

STEP 9

Estimate costs + plan timing

1. Estimate budget: Time + money
2. Plan timing
   - Frequency
   - Intensity
3. Set key measures
   - Start the easy way: Number of referrals or new clients by source

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10. NEXT STEPS: JUST DO IT!

STEP 10

Next steps: Just do it!

1. Write it down
2. Be strategic
3. Stay focused
4. Track results

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Q & A

MARY ELLEN HICKMAN, MBA

HICKMAN CONSULTING PARTNERS

MARKETING STRATEGY FOR GROWTH

growth@hickman-partners.com

Connect on LinkedIn: www.linkedin.com/in/maryellenhickman