

10½ ways to get more visible so you win more work

Tenandahalf top tips: July 2016

One of the messages at the heart of the Tenandahalf ethos is that the words 'marketing', 'business development' or 'selling' mean something different to every solicitor, accountant, patent or trade mark attorney and barrister so you could replace them all with one word - 'visibility' - and the context of the sentence at hand wouldn't change a jot. It so central to our ethos that we've even written a book about it, you can find out more [here](#)

Instead of trying to come up with the next big idea or, worse still, sticking rigidly to doing what you've always done, shift your focus to becoming and staying more visible to the people who actually generate work for you.

Added to that list is another thing not to over-complicate. By definition there are only 3 potential sources of business for you - your clients, your targets and your professional contacts. Before you do anything, decide which (by name) are most productive for your practice. That'll be your short list and your start point.

And once you have that short list, here are 10½ practical ways to get/stay more visible to them:

1. Switch to a 'little and often' approach to marketing

I have lost count of the number of times I hear "I don't have time for BD" or a derivation of the same. Similarly I still often face fee earners who tell me that they're "planning to set a few hours aside to ..."

Guess what - the solicitors, accountants, barristers and attorneys who tell me this never get round to doing anything; they've talked themselves out of it before they even get started, mistakenly thinking that these two statements are acceptable or, worse still, true.

You do have a day job to do and billable hour targets to hit - I'm not disagreeing with that - but you also have a responsibility to bring work in for you and your firm or Chambers. This is why you need to adopt a little and often approach.

Do something every day.

When you have time, go for a coffee - it only takes an hour.

Choose the networking opportunities that actually work for you and ditch the rest.

Write a blog for your website (no more than 300 words), as long as you have an opinion/know what you're talking about, it'll take less than half an hour.

When you're really busy stick an update on LinkedIn or send someone a "hello, how are you" email; both take seconds.

2. Don't rely on your firm or Chambers' marquee marketing

If your firm/Chambers is running a garden party, a summer reception, a Christmas party or a golf day, by all means go (and talk to the guests not your colleagues) but don't think that's ticked your 'BD for the year' box.

If you are going to build a personal profile you need to do personal stuff and that means seeing people in much smaller groups and by small I mean 2s and 4s.

You will only ever create the type of relationship that generates trust (and, therefore, work) if you're prepared to invest you and your time into building that relationship.

3. 'Saw this and thought of you'

According to legend this line was originally shamelessly stolen from an old Post Office ad campaign. I'm not bothered about the origin, all I know is it works – and works better than pretty much all of the marketing ideas we come up with that we think are oh so smart!

For the uninitiated all you need to do is monitor your local or trade press and either chop out (to post) or cut and paste links to (to email) articles you think would be of interest to clients, targets and contacts with a note that says – you guessed it – 'saw this and thought of you'.

You can also take this one stage further by adding "it's been a while since we sat down for a chat, do you fancy a coffee/beer/green tea/preferred alternative*?"

(*delete as applicable)

4. Make better use of local/industry events

As I said earlier all of your focus and available BD time should be focused on a couple of the events that actually generate work for you. Identify the events, groups or associations that are closely aligned to your practice area or sector focus and aim to go to 10 events per year.

Then make sure you LinkedIn with and follow up with the people you meet there, add them to your mailing list, invite them to your social events and drop them the odd email here and there to stay visible. And always make sure you tap them on the shoulder and say hello at the next event.

It may sound like sales #101 (because it is) but meeting people doesn't win work, follow up wins work.

And the other bonus of picking these slightly more leftfield events is that they'll be attended by potential clients, targets and contacts not by your competitors.

5. If it doesn't exist, start it

If you can't find the right event but know roughly who you want to get in front of, set up your own event. It only takes:

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- A short list of who you want to involve
- Choosing a suitable venue or activity
- Emailing an incite
- Repeating all of that once a quarter or every other month

We've seen some great examples that include cycling and pizza afternoons, the Sheffield Gin Club, *Come Dine with Me* in Liverpool and a pan-profession 5-a-side team in Cheltenham.

6. Play to your personal interests and embrace likemindedness

Networking isn't everyone's cup of tea but it is essential if you're going to bring in work.

This means you need to pick an event that offers potentially interesting attendees and then go consistently so that you start to build connections and, ultimately, relationships with those attendees.

However, you are much more likely to achieve the required consistency if you're doing something you like doing so our tip is always to choose an event, club, group, activity or format you like, that way you won't find a reason not to go 15 minutes before.

Also, as all of the other attendees will also like that type of event, club, group, activity or format, it's much more likely you'll get on with them on a personal level and if you get on with people it's much more likely those relationships will generate introductions and referrals.

While it's neither quantifiable nor tangible, never underestimate the power of likemindedness.

7. Use social media better

Let me let you into a secret.

Sending 2 tweets a week won't win you work and setting up a LinkedIn account with the scantest of details just to sit there won't win you work.

If you are going to use Twitter as a BD tool you have to be prepared to tweet consistently and to join in with other people's conversations, follow and follow back and post updates, links and opinion throughout the day.

If you can't commit to that or are nervous about being so open, don't do it because it won't do anything for you.

However there's no get out clause for LinkedIn today. It is as expected as it is professionally acceptable. The only thing is if it's going to generate a professional benefit you need to do stuff. Post articles, post updates (and these can be links to new content your colleagues have published or to news stories that relate to your practice area or the industry sector/s you specialise in) and make sure you Linkln with everyone in your professional network.

One question I'm often asked in connection to LinkedIn is "should I join groups?" Personally I think that the groups have become diluted with people shamelessly (and rather poorly) touting their wares and they are not nearly as powerful as they were five years ago. But, they are a good place to keep up with the latest developments, trends and buzzwords - all of which can be used to build your credibility when you're speaking to your clients, targets and contacts.

8. 'The 10 before 10'

Contrary to popular opinion, business development is a science not an art. The 'gift of the gab' is as outmoded as it is off-putting and doing the right things in the right way in the right places in an ordered and measured way is the only secret to BD success.

One tip a client shared with me was the '10 before 10'; choose an hour every week - say 9-10 on a Wednesday morning - and aim to phone 10 people during that hour.

This doesn't mean you'll talk to all 10. You might reach the first 2 and that'll take up the hour. You may get hold of none but the fact you've left a message saying hello and then followed up with an email saying something like:

"I tried to call earlier but you were busy. I would like to catch up soon to find out what you're up to, when would be good to talk?"

This puts you back front of mind and boosts your visibility.

9. Make more informed marketing choices

You only have a finite amount of time and budget to use for business development so use it wisely.

Taking time to work out who your most likely client is can be a massively helpful exercise. Think about their demographics, their job, their needs, their behaviours and the way they're likely to consume information. We call this a 'brand cameo'.

Once you have a cameo you can work out which events they go to, what they read, how to get your name in front of them. Once you know that, you can plan your time and appropriate your BD resources much more effectively.

10. Get published ... then make your content work harder

There is a publication for everyone. Every single niche has at least 2 magazines (hard copy or online) covering it.

Find them, approach the editor, suggest an angle for an article then offer your services as a possible article writer. Editors are duty bound to source new insight so you aren't imposing, you're making their lives easier.

I can hear the private client focused professionals grumbling this is all very well for their business focused colleagues but *Widget Makers Monthly* isn't going to help them. Quite right, but there are a myriad of local papers, glossies and free sheets doing the rounds in your area. There is also an increasingly complicated tax regime and increasingly complex family units to navigate so their editors will be interested in your opinions and guidance.

And once you are published make sure you sweat the resultant link or PDF:

- Get it on your website
- Use it as an email shot to all of your firm (or Chambers) or department's contact
- Put it on LinkedIn
- Use it as a 'saw this and thought of you'
- Use it to reconnect with someone you haven't spoken to in a while.
- Use it as the basis for a seminar or workshop
- Use it to show other editors what you can do so you win more free editorial slots

10½. Buy yourself a copy of Tenandahalf's first book – *The Visible Lawyer: How to raise your profile and generate more work*



Although written for solicitors, all of the practical tips and proven tricks contained in this book will work for every branch of the professional services. Better still, all are tips and tricks you can implement immediately to get more visible and win more new work.

If you'd like to find out more (and download chapter one for free) please click [here](#).

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