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Top Tips to Market Your Practice

Whether you're trying to start your own practice, stay competitive or ramp up current efforts, these tips will help you market your practice and effectively build your business.



CREATE A MARKETING PLAN

What do you actually want to do this year to advance your business development and personal career goals? Identify realistic objectives and set a timeline. Have your marketing plan well documented and visible to make sure you follow through.



BUILD OR ENHANCE YOUR WEBSITE

What information would a client want to know about you before they choose to call you for an appointment? Develop or update your website with your target audience in mind. State how you work with clients and list your areas of law.



USE SOCIAL MEDIA

Take advantage of the tools that are right for you. Use LinkedIn, Twitter, Facebook or your own blog to stay in contact with colleagues, classmates, clients, referral sources and other professional contacts.

DEVELOP AN EMAIL DISTRIBUTION LIST

Start with individuals at first, then, as your list grows, send your contact list legal tips, a newsletter or holiday and birthday cards.



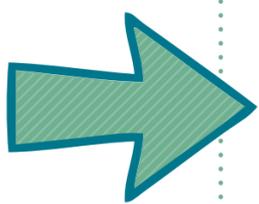
PARTICIPATE IN LEGAL EVENTS

Go to state and local bar events, young lawyer and area of law specific events. Get involved and volunteer to be on a committee. Work your way into a role where you can make a difference. Increase the number of attorneys who know you and you'll have more people who refer you.



VOLUNTEER YOUR TIME AND NETWORK

Don't limit volunteering and networking to legal events - get active in your local community. Join the Chamber of Commerce, Rotary, or other service-related organizations.



PARTICIPATE IN A LEGAL PLAN

By participating in group and legal services plans you can receive client referrals without the marketing expense or joining fees. Most attorneys use legal plans to supplement their regular business. Some plans offer you the chance to appear on free listings, download free educational materials, and access resources that help prepare clients to work with you.

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