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The 15-Minute Marketing Workout

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3200 in small firms, and 3016 practitioners have a unique problem in marketing. They don't have the support resources of the larger firm that has name recognition and the budget for an in-house marketing director or perhaps even a RR. firm.

There are, **cross-selling opportunities in a large firm**, plus other partners can help motivate, implement or supervise marketing efforts and projects.

There is no backup system like this in a small firm. You fit a special niche, or are a member of a team. You have no recognition, little budget, and no one to whom you can be accountable or upon whom you can rely for help and motivation.

What? a sole practitioner to do?

The Outside Consultant as Coach

For an increasing number of attorneys, the answer is to hire a marketing "coach." Acting as an affordable off-site marketing director or outside consultant is paid on an hourly basis (no insurance or payroll taxes required!) and works with you one-on-one,

Just as a personal trainer guides and motivates you in a personalized

fitness program, a marketing coach works with you to develop and implement a fixed marketing program.

Start Your Workout

Just as in a fitness program, time plays an important factor. You should be prepared to make a six-month-long commitment, as a reasonable amount of time within which to see results and develop productive habits.

Each session with your marketing coach can be as short as 15 minutes, once or twice a

month. Obviously, this is flexible. Some people prefer weekly sessions, and if their budget allows, more can be accomplished.

If you're worried about finding a consultant in your area of Frisbie Falls, California, you needn't be.

Another advantage to this type of workout program, and part of what makes it affordable and effective, is that it can be held via telephone and fax.

Besides reducing geographical limitations, a preset 15-minute phone

appointment is both time efficient and achievable even with the busiest schedule.

Each "workout" should draw upon a combination of the following elements:

- Establishing goals
- Creating "doable" strategies for achieving those goals.
- Learning techniques that provide strategic shortcuts

For an increasing number of attorneys, the answer is to hire a coach and discuss and problem-solving the "Action Item?"

As an attorney, you should build on the previous one, reinforcing the goals and new skills and habits acquired for marketing.

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A clear and beneficial as this kind of marketing workout might appear, the bottom line is that human beings are complex.

Not only are there obstacles within the marketing process, but the attorney's own personality may create some of the obstacles: