

#### **Your Perfect Clients:**

What Are You Doing to Get Them in the Door





### Are you getting cases, but they are not the type you *really* want?





# Maybe you're doing all of the work, but your perfect clients are not calling or contacting you through your website.





#### Now what?!





## It's time you define your perfect client, because everything you do will be based on that definition.

Perfect client: (per.fect cli.ent) noun



#### What do your perfect clients look like?

- What type of case do they have?
- Any particular details you would prefer (certain injuries, legal issues, etc.)?
- Where should they be located?
- What are their backgrounds?
- Are there personal characteristics you are looking for?



#### Write down your description of perfect clients

- Think about the cases that have brought in the most revenue.
- Remember the type of clients you enjoyed working with the most.
- Jot down <u>specific</u> details on the kinds of clients you want more of.

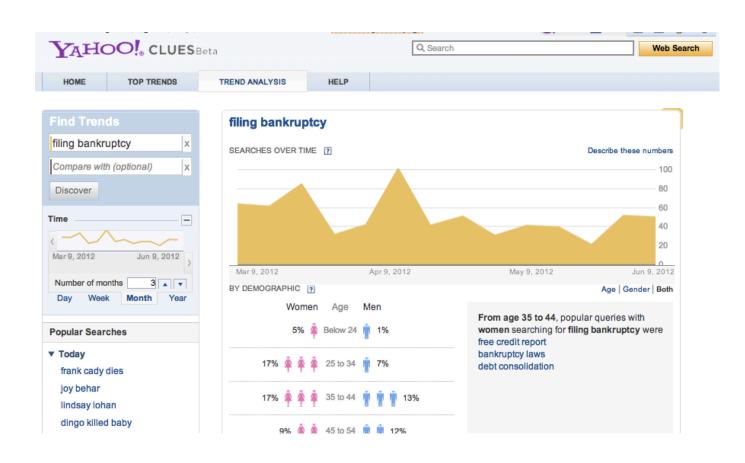


#### **EXAMPLE:** Bankruptcy Practice

- Let's say your ideal clients include:
  - People who live in or near Fairfax, VA
  - Have not filed for bankruptcy yet and are just now considering it
  - Individuals 30 years old and greater
  - Those who are employed



#### Need some clues?





### Your Internet marketing campaign needs to be wrapped around your definition.





#### Content—Text & Video:

- Tone and style needs to be appropriate for your perfect clients.
  - Example: if more women search, than your content should target them.
- Topics should be in line with your perfect clients too.
  - Think of what your perfect clients seem to care about the most.
  - Use Yahoo Clues



#### **Link Building:**

- Look for sites that are important to your perfect clients.
  - Can you contribute an article, blog post or offer your book there?
- Get involved in blogs and forums that are relevant to your perfect clients.
- Research directories or other service websites that might be used by your perfect clients.



#### **Social Media:**

- Use Facebook, Twitter, LinkedIn and Google+ to cultivate relationships with your perfect clients.
- Link your RSS feed to your social media accounts.
- Post interesting and informative comments and updates.
- Make the conversation 2-way.



#### **Community Involvement:**

- Find your perfect clients in your community.
- Search out ways to build local awareness about your firm:
  - Seminars
  - Event sponsorships
  - Scholarships
  - Your own events...



#### There's More:

- Create an <u>interesting</u> book or report.
- Develop a follow-up marketing campaign to stay in front of your perfect clients.
- Consider paid advertising.
- Monitor your results on everything that you do!



#### What You Can Do Right Away:

- 1 Write out your description of your perfect clients.
- ② Create a list of content topics that are suitable for your perfect clients and develop your editorial calendar.
- 3 Research websites that are relevant to your perfect clients. Reach out to the contact listed to start building the relationship.



#### What You Can Do Right Away:

- 4 Create a social media calendar, so you know what and when to post.
- 5 Schedule a brainstorming meeting with your staff regarding community events.



## This is only the beginning...we'll be diving in deeper in the next few webinars!





#### **Questions?**



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