

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 specific 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?

YAHOO! CLUES Beta

HOME TOP TRENDS TREND ANALYSIS HELP

Find Trends

x

x

Time

Mar 9, 2012 Jun 9, 2012

Number of months


Popular Searches

▼ **Today**

- frank cady dies
- joy behar
- lindsay lohan
- dingo killed baby

filing bankruptcy

SEARCHES OVER TIME [?](#) [Describe these numbers](#)



BY DEMOGRAPHIC [?](#) [Age](#) | [Gender](#) | [Both](#)

Age Group	Women	Men
Below 24	5%	1%
25 to 34	17%	7%
35 to 44	17%	13%
45 to 54	9%	12%

From age 35 to 44, popular queries with women searching for filing bankruptcy were
 free credit report
 bankruptcy laws
 debt consolidation

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 interesting 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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