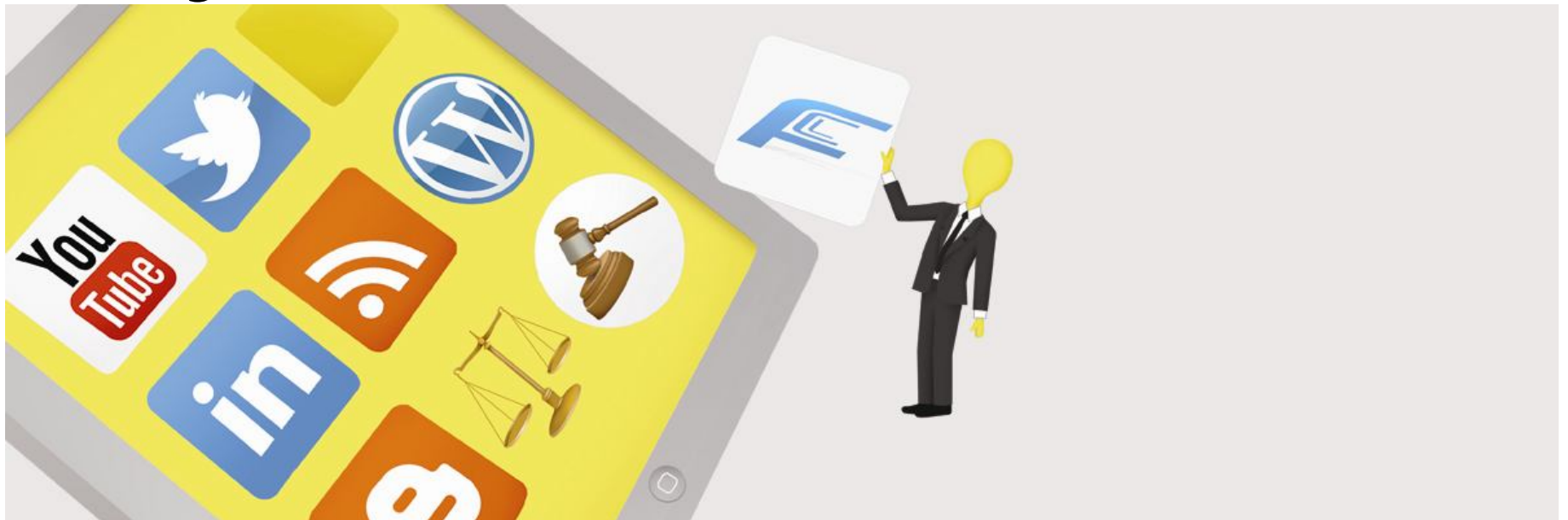


Business Development for Young Lawyers

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31.7.2015

TARGET MARKET

Companies

Individuals

Associations

CLIENT TYPES

BUSINESS eexisting clients 80/20 rule
SOURCES lawyers colleagues practicing or in-house lawyer
others friends, strangers associations

PRODUCT?

Creating a new product?

PERSONAL BRAND

specializing?

- By market
- By service

positioning

Do you have any advice to young lawyers in the early years of practice?

To be successful today or in the future as a lawyer, you need to specialise. To be an expert in something means doing the same thing again and again. Even if you are a general litigator, you need to specialise in one or two areas.

This means studying everything on that subject. Learn as much as you can about the things you are interested in, and that will stand you in good stead.

- Chan Sek Keong J (2006)

MARKETING converting leads
to business

METHODS educating leads
of your capabilities

GETTING LEADS

Articles & other publications

Media appearances

Talks & presentations

Online

Networking sessions

TIPS!

NETWORKING SESSIONS

Be selective on the events

Carry sufficient name cards at all times

Be early

Breaking personal barrier (ie shyness)

Go in pairs

Looks for a "connector" or be a "connector"

Ultimate aim is to make friends, business is secondary

TALKS & PRESENTATIONS

Getting a space

Know the event organisers

Target your audience

Practice

- public speaking is very important, makes or breaks a presentation

MEDIA APPERANCES

Paid appearances

Having friends in the media

The Internet!

PUBLICATIONS

Firm's newsletters

Online Portals – LoyarBurok, KL Bar Blog

Build your own distribution list

bLawG – Law + Blog

ONLINE

Twitter, Facebook, LinkedIn, Forums, bLawGs

- Facebook Page, LinkedIn Groups

Your Own Domain Name - [.MY Domain Name](#)

Gain Traffic / Followers / Friends

Interaction – Updates

Upload presentation slides to Slideshare etc

online
marketing
tools for Lawyers

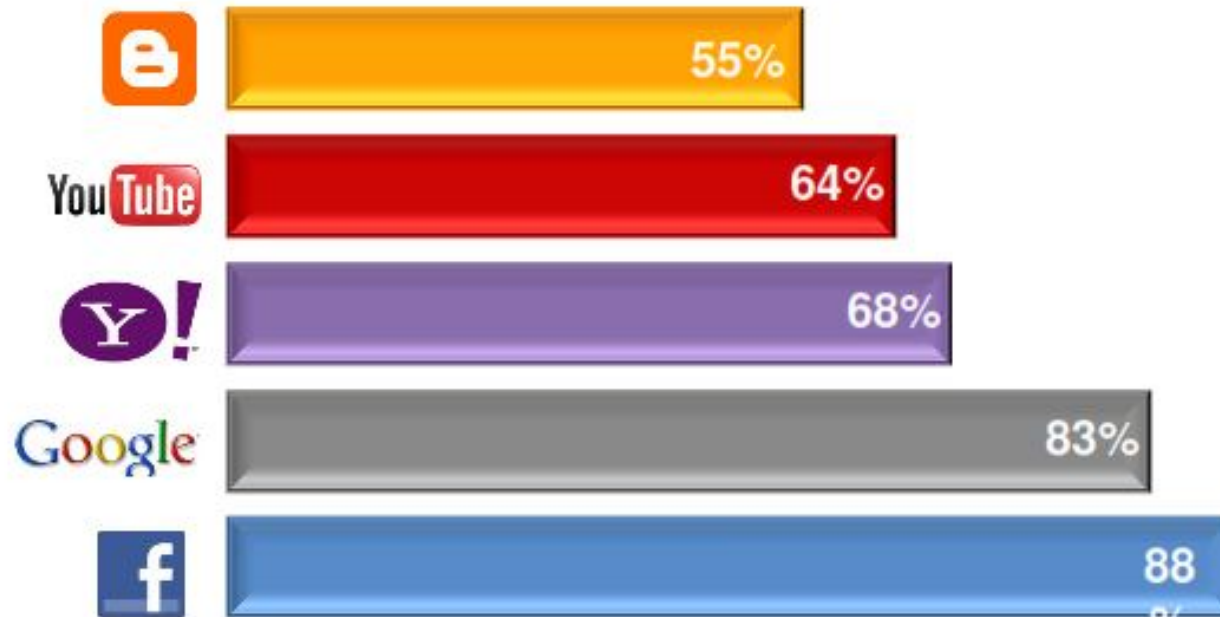


Internet population

Malaysia population - 26,160,256

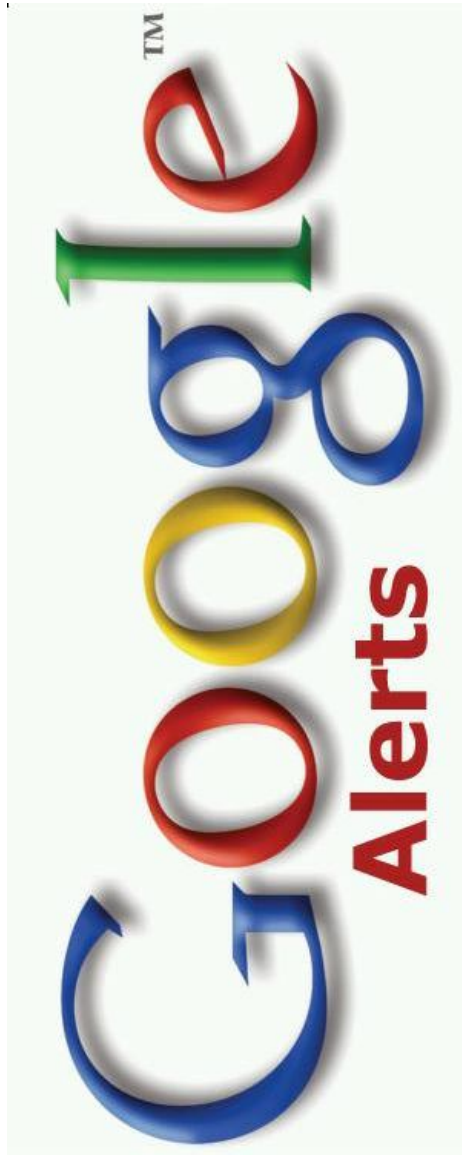
64.7% of Malaysian use the Internet. Internet users - 16,900,000

(%Reach)



Estimated Facebook Users in Malaysia: 11,751,060

Estimated Twitter Users in Malaysia: 470,000



email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic

Linked



eConnection

eGroups



Chinese Attorney (who works if commerce (export/import laws)...

Hello Linkdein friends, I would like to know if you provide a recomendation for a law office in Beijing, China, who works if commerce (export/import laws).Please send me your references.

Thank you

19 hours ago

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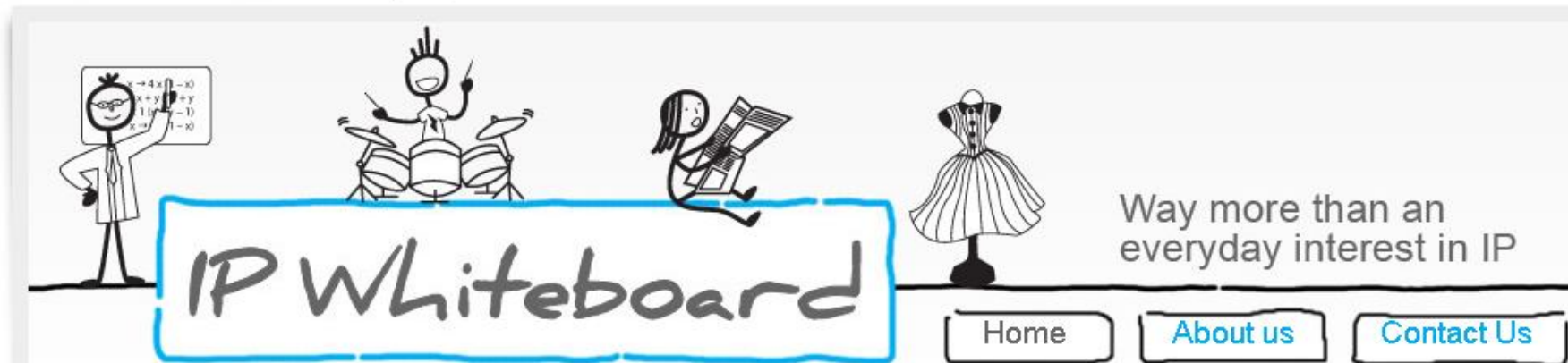
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Fashion snaps from news sites: a copyright fair dealing or infringement?

23 November 2011 - 5:53pm - Sarah Zeleznikow



In late September 2011, Kate Middleton, the Duchess of Cambridge, wore a Collette Dinnigan dress to the wedding of a close friend. Dinnigan, understandably keen to publicise this, had her press agency issue a media release which included photographs of the Duchess wearing the dress. The photographs belonged to Ikon Pictures, a

London-based agency. A copyright fair dealing for the purpose of reporting the news, or copyright infringement? Read on... [read more »](#)

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Legal Articles on Intellectual Property, Social Media, Data Privacy, Franchise and

Others

[ABOUT](#) [MALAYSIAN CASES & STATUES SEARCH](#) [RESOURCES](#)

[SAMPLE AGREEMENTS!](#)



JUL 01

Public Consultation Paper No. 1/2015: PROPOSED STANDARD PERSONAL DATA PROTECTION

On 1 July 2015, the Personal Data Protection Commissioner published the Public Consultation Paper No. 1/2015. This consultation paper is intended to solicit feedback from the data users and data subjects relating to their understanding of the personal data protection.

In order to make the Standard for Personal Data Protection a reliable reference document, the Commissioner will merged three standards namely the Safety Standard, Storage Standard and Data Integrity Standard into one document.

According to the Commissioner, this step is in accordance with the requirements of the Personal Data Protection Regulations 2013 and the Personal Data Protection Act 2010. The feedback received through this public consultation paper will be analyzed and the results of this analysis will be used in the preparation of the final draft standard. The final draft will be presented to the 11 classes of data users before being registered by the Commissioner.



Foong Cheng Leong is an Advocate and Solicitor of the High Court of Malaya and also a registered Malaysian trade mark, industrial designs and patent agent.

He had served the Malaysian Bar and Kuala Lumpur Bar in the following capacities:-

converting the leads!

CONVERTING THE LEADS

Constant communication

Trust from client on your capability / as a person

- responsive
- contactable

Value added service

CONVERTING THE LEADS

Periodical updates

Talks and presentations

Asking questions (e.g Anything troubling you lately?)

Group Discussion!

Discuss five (5) methods that you will use to promote your services to your clients. Appoint at least 1 representative on stage to present.

1. Identify at least one (1) area of specialty
2. Your potential clients.
3. Describe, in full details, what you are going to do.

Example

I will hold a yearly event for my clients and potential clients to attend. Such clients are developers and estate agents and we will hold a full day seminar to brief them on the latest updates on land law.

During the event, we will give out our merchandises which includes a booklet which has basic information about land and tenancy laws. We will make sure that we collect the contact details of the participants for our clients database.

Example

To promote our event to potential clients, we will contact The Real Estate and Housing Developers' Association of Malaysia to offer them our speaking services. We will contact friends who knows estate agents or who had worked with estate agents. We will also plough through LinkedIn to find them. We will also attend events for estate agents to meet them.

Example

We will also create an App for the estate agents to download for them to calculate the legal fees, stamp duties and other costs. We will also issue a press release to the media to tell them on our App. During the seminar, our partners will present the App to the estate agents and encourage them to download them.

Example

After the event, we will email the participants and thank them for coming. We will also remind them of our App. Every month, we will send them newsletters to update them on the updates. We will specifically engage participants who are known to provide work to lawyers. We will buy them lunch once a while.

Homework

Register & populate your LinkedIn account

Choose areas of speciality

Write an article & submit to KL Bar Blog &

LoyarBurok

Attend networking events

Homework

Building a client database

Send monthly updates to the client database

Presentation training - as moderator or MC for KL Bar events

Call a client or potential client for lunch

Case Studies

Case Studies



@Krue174

krue1-legalcat.blogspot.com

Partner of Khairul, Suhaila & Hazlina

1. What are the social media tools you use?

Blogs : 2 blogs.

- Legal article
- Personal blog.

Case Studies



@Krue174

krue1-legalcat.blogspot.com

Partner of Khairul, Suhaila & Hazlina

1. What are the social media tools you use?

Facebook (2 pages)

Ask The Lawyer (to promote his book)

Khairul, Suhaila & Hazlina (to promote his legal firm).

Case Studies



@Krue174

krue1-legalcat.blogspot.com

Partner of Khairul, Suhaila & Hazlina

1. What are the social media tools you use?

Others: Twitter : LinkedIn :Google Plus,
Foursquare, Tumblr, Pinterest

2. Most effective

Blog, Facebook and Twitter

Case Studies

@Krue174

krue1-legalcat.blogspot.com

Partner of Khairul, Suhaila & Hazlina

3. Benefits

a. Lead generation

People message me a lot through my blog and Facebook asking questions about conveyancing matters and my book. From my blog, highest traffic is my explanation about difference between Malay reserved land and Bumiputra Lot

Case Studies



@Krue174

kruel-legalcat.blogspot.com

Partner of Khairul, Suhaila & Hazlina

3. Benefits

b. Goodwill and reputation

I am known on Twitter as a lawyer who is well converse about housing, property and conveyancing. I use Facebook and Twitter to talk about property by linking articles and giving comments about the issues.

Case Studies



@Krue174

krue1-legalcat.blogspot.com

Partner of Khairul, Suhaila & Hazlina

c. Direct work from clients or referral

I had occasions where I was called to give talk and write article due to my reputations on social media. I did a talk for PERDA, Penang land authority and write articles for Malaysian Insider.

Case Studies



@Krue174

kruel-legalcat.blogspot.com

Partner of Khairul, Suhaila & Hazlina

c. Direct work from clients or referral

Individuals and companies approached me through blog comments and twitter to ask me to do work for them. I am doing housing project conveyancing work due to my reputation.

Case Studies



@syahredzan

<http://refleksiminda.wordpress.com/>

Partner of RamRais & Partners

1. What are the social media tools you use?

I use Twitter and Facebook. The former more than the latter. I use Twitter to give my views on recent developments and issues on wide areas of social-political-legal concerns.

Case Studies



@syahredzan

<http://refleksiminda.wordpress.com/>

Partner of RamRais & Partners

1. What are the social media tools you use?

For Facebook, I use my wall to share the articles I have written and also media reports that carry my comments.

Case Studies



@syahredzan

<http://refleksiminda.wordpress.com/>

Partner of RamRais & Partners

2. What are the most effective social media tools to you?

Twitter, definitely. I have been lucky enough to build a significant presence on Twitter. Although not intentional, it has the side effect of increasing my profile nationwide.

Case Studies

@syahredzan

<http://refleksiminda.wordpress.com/>

Partner of RamRais & Partners

3. How did these social media tools benefited you in term of:-

a. Goodwill and reputation

My comments and opinions on Twitter have for some reason accumulated goodwill and reputation for myself as a social-political-legal commentator.

Case Studies



@syahredzan

<http://refleksiminda.wordpress.com/>

Partner of RamRais & Partners

b. Direct work from clients or referral

Through my presence on Twitter I have received work from clients on the social network itself or referrals from people on Twitter.

Case Studies

@syahredzan

<http://refleksiminda.wordpress.com/>

Partner of RamRais & Partners

4. What type of work was generated from these social media tools?

A variety of work. I have handled a few matters relating to defamation through clients from Twitter. I have also been referred criminal briefs from the people I know from Twitter. Lastly, public interest matters have also come to directly from the people on Twitter.



Thank you

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