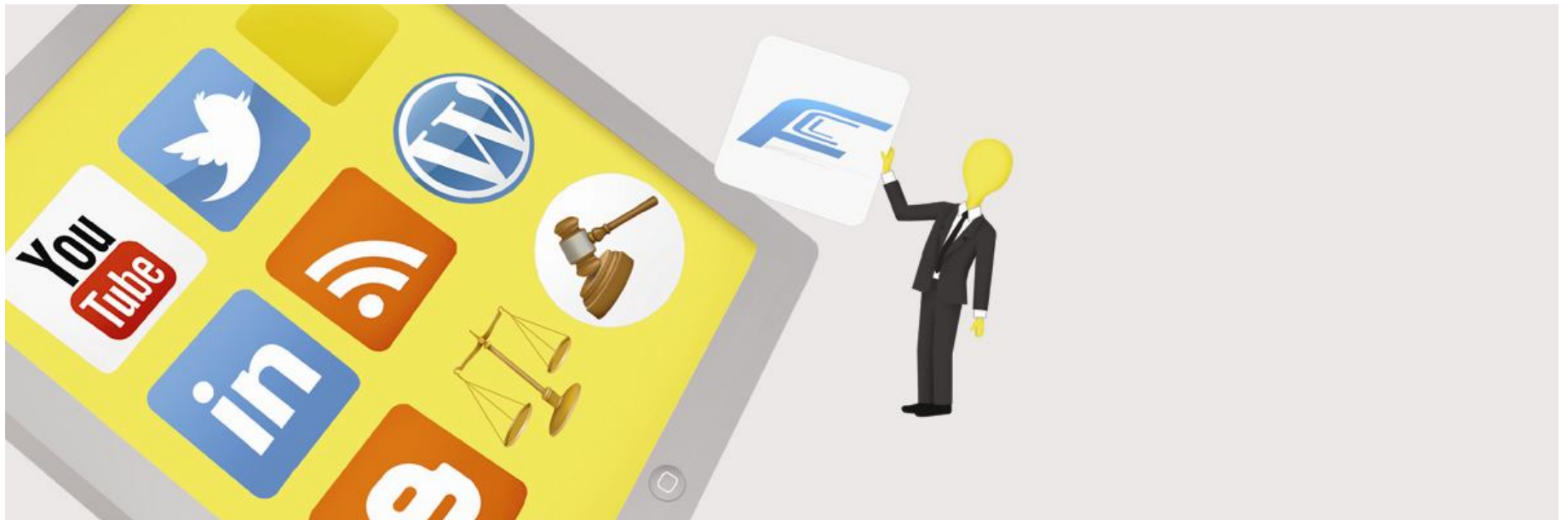


marketing for Young Lawyers

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TARGET MARKET

Companies

Individuals

Associations

CLIENT TYPES

BUSINESS existing clients 80/20 rule

SOURCES lawyers colleagues
practicing or in-house lawyer

others friends,
strangers
associations

Sources	No of Files	
Direct Clients		61
Referrals		
Lawyers	14	
Clients	3	
Other Pro	8	
Friends	3	28
Total		89

PERSONAL BRAND

specializing?

- By market
- By service

positioning

MARKETING converting leads
to business

METHODS educating leads
of your capabilities

GETTING LEADS

Articles & other publications

Media appearances

Talks & presentations

Social media

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

Putik Lada

Build your own distribution list

bLawG – Law + Blog

SOCIAL MEDIA

Twitter, Facebook, LinkedIn, Forums, bLawGs

Gain Traffic / Followers / Friends

Interaction - Updates

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 a 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.



Thank you

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