

## Attracting Clients to Your Firm

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During the 1800's, it was common for lawyers to attract clients by hanging a shingle and advertising in newspapers. In the early 1900's, lawyer advertising was restrained by ABA rules, but the situation changed in 1977 when the Supreme Court extended First Amendment protection to lawyer advertising. By the late 1900's, advertising became more common and some firms began using commercials on radio and television. The situation changed in the 2000's as firms migrated their marketing to websites and social media.

Despite the rise of the Internet, non-technical marketing tools remain an effective and low-cost method for attracting clients. Regardless of specialization and firm size, lawyers can attract clients by networking, posting signs, publishing articles, requesting referrals, and seeking alliances. Read on to learn about non-Internet marketing and resources for implementing it at your firm.

**Adopt a Logo.** Adopt a logo to give your firm a professional image. Use the logo on stationary, business cards, and electronic communications.

**Dress for Success.** Examine your wardrobe to match expectations of prospective clients. Looking like a lawyer helps you stand out and create a professional image.

**Makeover Signs.** Improve your firm's appearance by upgrading signage on the exterior of your office and in your reception area.

**Participate in Associations.** Volunteer to speak at workshops or lead projects for bar and community organizations. Attending meetings and participating in activities will establish your reputation among peers and potential clients.

**Publish articles.** Write articles for local newspapers, national magazines and news website. Select topics from your practice area that provide useful information and answer common questions. Include your contact information and add a link to your firm website and email address.

**Update Listings.** Assign responsibility to a staff member for creating and updating directory listings. Take inventory to assure your firm is listed in popular directories like Avvo, Lawyers.com LinkedIn, Nolo, Justia and FindLaw.

**Resources.** For historical perspective, read Yale Law Review's article about the [evolution of the profession](#). To implement marketing tools, read articles about marketing with [association activities](#), [directory listings](#), [law firm alliances](#), [public speaking](#), [publishing articles](#), [using signs](#), and [tracking technology trends](#). For more in-depth study, read ABA books about strategies for [marketing](#), [solos and small firms](#) and [women lawyers](#). For a steady stream of practical information, subscribe to a [newsletter](#) or [blog](#) with articles about marketing.

**Conclusion.** Competing for clients requires lawyers to use marketing tools to attract new clients. Consider non-Internet marketing activities that are time efficient and affordable. Consult the resources mentioned in this article to attract clients to your firm and enhance your profitability.

### About the Author

Michael L. Goldblatt has authored numerous books and articles about marketing for lawyers.