



Finding Clients and Getting Paid

WRITTEN BY:

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In this guidebook, *Finding Clients and Getting Paid*, Jen Grondahl Lee walks you through how to find clients who are looking for your services and, more importantly, how to convince them to pay you for advice.

FIND YOUR CLIENT



It's hard to find clients if you don't know the client you're looking for.



Identify Your Client

It's hard to find clients if you don't know the client you're looking for.

- Do you know your **ideal client**? (age, occupation, problem they're trying to solve.)
- What **words** does your ideal client use to identify their problem? (When they search Google, ask for referrals, state their problem to themselves.)
- Do you **speak their language**? (Clients will relate to you better if they understand what you're saying; don't use legalese to communicate.)
- What's your answer when someone asks **what you do**? ("I help people with _____." Make sure that would mean something to your ideal client—and that it's something they can remember.)
- Does it sound like every other _____ attorney? (Distinguish yourself.)

Who is Your Ideal Client?

Get specific.

- Age
- Occupation
- Problem they're trying to solve
- The words they use to identify their problem

Lawyer Stereotypes

Many people think lawyers are:

- Expensive
- Unaffordable to the average person
- Legalese-using, hard to understand
- Snobby, hard to relate to, condescending
- Uncaring

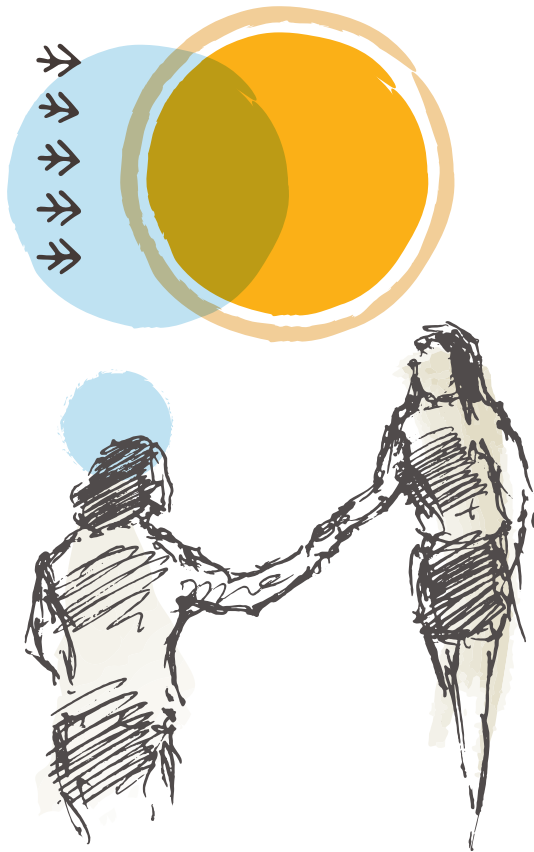
What Makes You Different?

Define:

- What's your brand?
- How do people remember you?
- What problem do you solve?
- What problem could you solve?



HELP YOUR CLIENT FIND YOU



Business Development: Networking

Networking is the best way to get high-quality clients who are willing to pay you.

- Connect with **power partners** (rather than clients) – People who serve the same clients you serve (for a bankruptcy attorney, it may be CPAs, accountants, mortgage brokers, etc.)
- Use networking to **find resources** – Your goal should not be to see how many business cards you can get; it should be to find the right people to introduce to clients.
- **Networking is not about you** – Talk as little as possible; listen! Ask yourself: How can I help their business? They'll think you're wonderful—and send you clients.
- Be **intentional and strategic** – Don't burn yourself out. Have a plan (it can be simple). Seek out good resources for you and for your clients.



As an attorney, most of your referrals are going to come from other attorneys.

Be a Known Expert

You're already an expert; how do you get known?

- **Get quoted** Register on HARO (Help a Reporter Out), get interviewed, then put your media quotes on your website.
- **Write articles, blog posts, guest blog posts** – Write answers to questions your ideal client might have.
- **Post videos** – Most people will watch videos rather than read. You will get clients.
- **Make a podcast** – Answer questions your clients have. Can be as short as 15 minutes.
- **Write a book** – You can use your articles. This will make you a known expert.
- **Start a newsletter** – Use the content you've already created. A virtual assistant can help you to assemble a newsletter.

Speaking Engagements

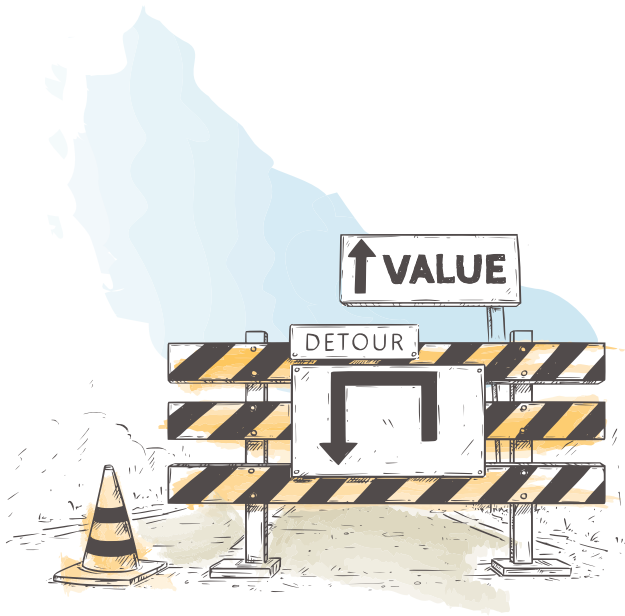
Once you're a known expert, speaking engagements are a great way to find your ideal client and build business.

- Find groups that need speakers.
- Develop an interesting take on your practice area. Come up with a story or hook. Famous people are good sources for stories. You can also build a talk around common misconceptions.
- Be prepared with handouts that have useful information (tips, etc.) plus your contact information.
- Practice – Get a speaking and presentation coach.
- Get an agent or an assistant to contact groups that might need speakers.



GOT CLIENTS? GET PAID!

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Part of Getting Paid is Explaining Your Value

- Help clients figure out how to pay you.
- A few hundred dollars can save thousands. Help your clients understand that.
- Explain your value. Write it down and practice, so you can see how you're coming across.
- Train yourself in sales. Understand the personality of your client. Learn how to speak your client's language.

Roadblocks to Getting Paid

- Lack of confidence in quoting fees – Don't come from a place of fear.
- Tendency to reduce bills – Rethink those N/C items.
- Not asking for payment – You did the work; you need to get paid.

Your time and expertise are valuable!

Do You Have to do Free Consultations?

- No (it's not required), but you have to be able to explain why your consultation is of value to the client.
- Innovate by developing products and services that no one else is offering. What are you seeing that you can help with? Make products out of specific services.
- You don't have to do what everyone else is doing. Can you charge for strategy sessions?

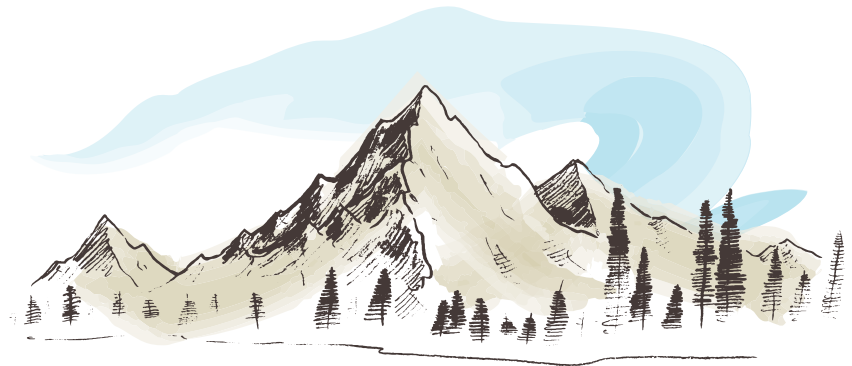
What Else Can You Get Paid for Instead of an Hour?

- Value to the client (value-pricing)
- Online courses (don't forget the legal disclaimers)
- Books (doesn't have to be long; you can self-publish)
- Consulting
- Subscription models (works well for GCs, as well as others)
- Consultations

If no one else is doing it, that means it's a gold mine—corner the market!



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Tips to Remember

1. Identify your ideal client: It's hard to find clients if you don't know the client you're looking for.
2. Use the words your ideal client uses to identify their problem. Don't use legalese.
3. Be a normal person, not a stereotypical lawyer! Many people think lawyers are expensive, legalese-using, hard to relate to, condescending, and uncaring. Don't be that person.
4. Networking is not about you. Seek out good resources for you and for your clients. Talk as little as possible; listen! Ask yourself: how can I help this person's business? They'll think you're wonderful—and send you clients.
5. You're already an expert; how do you get known as one? Get quoted, write articles or books, post videos or podcasts, put out a newsletter. You don't have to do all those things yourself; you just have to answer the questions your clients might have.
6. Once you're a known expert, speaking engagements are a great way to find your ideal client. Develop an interesting take on your practice area. Come up with a story or hook.
7. Do not give free advice to individuals, give free education to groups.
8. When you quote your fees, be confident. Don't come from a place of fear. Your time and expertise are valuable. You did the work; you need to get paid.
9. What needs are you seeing that you can help with? Make products out of specific services. If no one else is offering it, corner the market!
10. You do not have to do free consultations, but if you charge, you DO have to be able to explain why your consultation is of value to the client.

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