

Step 2: *Decide where you want to be.*

Now look at your *Schedule A* and ask yourself these questions –

1. Where do I want my firm to be in one year, three years, and five years?
2. Where should I focus my marketing to achieve these objectives?

Focus on those industries that will help you reach your firm's goals. Look for the best possibilities in each category. As you make your decisions, fill in *Schedule B*.

Example: If you are serving 10 law firms out of 25 in your area, you may want to concentrate on the legal profession. Or you may want to add 6 new retail clients to utilize your in-house computer for monthly services.

As you decide where you want your firm to be, keep in mind that no one direction is suitable for every firm. You are unique.

Some firms choose to specialize; others find it more profitable to diversify. Evaluate your firm's talents and the community's needs. Then determine the niche that's right for your firm.

Step 3: *Decide how to get there.*

Implementing a *consistent, well-rounded* marketing program is the surest way to build the successful firm you want.

Seven Primary Strategies

There are seven primary marketing strategies that should be included in your program.

• Client Newsletters

The client newsletter is basic and essential to your practice development. A good newsletter will project a professional image, and it will remind clients and prospects that your services can help them.

The client newsletter gives the "personal touch" that's so important in client retention. And since your current clients are one of your best sources of both continued business and referrals, it pays to stay in close contact with them throughout the year.

Newsletters are one of your most important tools for developing new

Schedule B — Where you want to be

<u>Industry</u>	<u>Number of Potential Clients in Area</u>	<u>Number We'd Like to Acquire</u>	<u>Projected New Fees</u>
Agriculture _____			
Automotive _____			
Construction _____			
Government Units _____			
Health Services _____			
Individuals (1040s) _____			
Law Firms _____			
Manufacturers _____			
Real Estate _____			
Retail Business _____			
Other _____			
Additional Services to Existing Clients			
Financial Planning _____			
Computer Services _____			
Other _____			
Totals	=====	=====	=====

business, so be sure that your prospects are on your newsletter mailing list.

• Brochures

Brochures allow you to reach out to people with useful information. Use a *firm brochure* to explain your services and invite people to contact you.

Use *information brochures* to focus on particular subjects – IRAs, estate and gift planning, business troubleshooting, computer services, etc. An important feature of the information brochure is that it helps you attract the clients you want. These brochures are ideal for use in direct mail, and they are also effective in reminding your present clients of the many services you provide.

• Public Speaking

Giving talks is one of the best ways to communicate your message because it gives you the opportunity to impress the listeners with your knowledge.

Having interesting, "listener-tested" talks ready will assure your success at the podium. All that's necessary is to let your community organizations know that you

are willing to speak – even on short notice. This is one of the quickest ways for prospective clients to get acquainted with you.

• The Internet

Today it is essential that your firm have an Internet site. Being without a Web presence is like being without a listing in the telephone directory. The number of people who use the Internet for locating services and products has doubled in the past two years, and that number will continue to grow. It is not a matter of "if" you will have a Web site, it is a matter of "how" to best use your site to present the benefits you can provide to clients.

Clients and prospects will look to your site for information about taxes, business, and financial matters. This is your opportunity to show your readers what you know and what you have to offer them.

Once you have people on your site, don't disappoint them by having outdated tax information, stale articles, or material that never changes.

Put your Internet address every place

Step 4: Put your plan into action.

You are now ready to move forward because you know what you want to accomplish — and how to do it. Remember, all the planning in the world won't create a single new engagement unless there is some follow-through.

A few final suggestions: Don't try going in a hundred different directions at once.

Select four or five activities and do them well. Instead of contacting 30 potential clients once and forgetting about them, contact five of them six times each. Marketing research shows that a prospect will engage your services after five or six contacts.

A major problem for many firms that want to grow is recruiting talented personnel. For any firm seeking qualified staff, marketing is crucial. An aggressive

marketing effort will attract good people because it tells them yours is a growing firm — one that offers a bright future for new people.

Use marketing to establish your firm's identity as the growing, progressive firm in your community. Use marketing to build the practice you want.

Complete *Schedule D* to get your marketing underway.

Schedule D — Put your plan into action					
Marketing Materials to Purchase					
<input type="checkbox"/> <u>Client Newsletters</u>	<u>Quantity</u>	<u>Cost</u>	<input type="checkbox"/> <u>Printed Materials</u>	<u>Quantity</u>	<u>Cost</u>
Use for:			• Letterhead	_____	\$ _____
• Clients	_____		• 2nd sheets	_____	\$ _____
• Referral sources	_____		• Envelopes	_____	\$ _____
• Talks and seminars	_____		• Business Cards	_____	\$ _____
• Reception area	_____		• Report Covers	_____	\$ _____
• Direct mailings	_____		• Folios	_____	\$ _____
• Other _____	_____		• Cards	_____	\$ _____
Total:	_____	\$ _____			
<input type="checkbox"/> <u>Firm Brochures</u>	<u>Quantity</u>	<u>Cost</u>	<input type="checkbox"/> <u>Other Practice Builders</u>		<u>Cost</u>
Use for:			Speeches	_____	\$ _____
• Reception area	_____			_____	\$ _____
• Handout at talks	_____		Media Advertising	_____	\$ _____
• Referral sources	_____			_____	\$ _____
• Direct mailings	_____			_____	\$ _____
• Other _____	_____		Direct Mail	_____	\$ _____
Total:	_____	\$ _____		_____	\$ _____
<input type="checkbox"/> <u>Information Brochures</u>	<u>Quantity</u>	<u>Cost</u>	Internet	_____	\$ _____
Title				_____	\$ _____
_____	_____	\$ _____		_____	\$ _____
_____	_____	\$ _____		_____	\$ _____
_____	_____	\$ _____		_____	\$ _____
_____	_____	\$ _____		_____	\$ _____
_____	_____	\$ _____	Other	_____	\$ _____
				_____	\$ _____
			Total Marketing Purchases	\$ _____	

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