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# Marketing 101

# Disciplinary Rules

- Top 3 Rules that Lawyers Need to Know



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# #1 Misleading Statements

- Rule 7.02
- Lawyers cannot make statements that would lead a lay person to misinterpret the substance of the statement
- No Firm Comparison
- Proven by fact?



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# #2 Solicitation

- Rule 7.03
- As attorneys we cannot go directly to the client
- Deters those who would prey on vulnerable individuals



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# #3 Get Approval

- Rule 7.07
- When in doubt – ASK
- At least 30 days before dissemination
- Specific procedures for submission
- No Approval needed for Certain Items



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# Personal Marketing Skills

- Create a Plan
- Identify Prospects
- Communicate Your Plan
- Be Visible
- Keep Your Clients/Referrals



# Create a Plan

- What do you want to be?
- How BIG do you want to be?
- What is success to you?
- Plan for success AND balance.



# Identify Prospects

- Who are your target clients?
- Who are your target referral sources?





# Communicate Your Plan

- Websites (Free and Paid)
- Letters, Postcards, Emails, ...
- Talk the talk



# Be Visible

- Speak at Events
- Attend Activities
- Sponsor (Who?)
- Serve (Where?)



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# Keep Your Clients/Referral Sources

- Loyalty
- Appreciation
- Add Value



Thanks for attending Bench Bar 2019!!!



Michael Wysocki & Tiffany Kamuche