

## So you're about to start your law firm marketing programme

By Linda Julian

### Listen

Listen - especially to unwelcome news. Listen to what your clients say. Listen to unpopular views, and listen extra carefully to what you don't really want to hear.

### Do the Research

Make sure you get as much input as possible on a subject. Disparate input will help you come to terms with the issues. You need a wide range of information from disparate sources to form a sound basis for the decisions you must make.

### Make a Marketing Plan

Write it down and stick to it. A written plan communicated to everyone is much more likely to succeed than any amount of talk. Review progress against your plan.

### Be Prepared To Take Tough Decisions

Take responsibility for tough decisions. Good decisions are often lonely, and sometimes unpopular. You can't depend on consensus to make the right decisions in marketing. You will be constantly faced with new opportunities - you can't pursue them all. So, be prepared to be tough enough to let an opportunity pass.

### About the author

Linda Julian is acknowledged as a leading authority on strategic practice development and how to win business for law firms. Since 1979, she has consulted with lawyers and other professionals throughout Australia, New Zealand, the Pacific, and Asia on a wide range of business acquisition, client retention, and strategic management issues.

Her book *The Passionate Professional: creating value, success, and prosperity* has sold in 13 countries and has received wide acclaim. Linda lectures in strategic management and marketing professional services at post-graduate level. She leads the small and highly specialised Julian Midwinter & Associates consulting practice.

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