

# Avvo Attorney Journey Map: Get a New Client

## Marketing tactics throughout

	Moving from lead to client		Working with the client		After the matter	
<b>Growing my marketing &amp; network</b>  <b>Experimenting with marketing tactics</b> <ul style="list-style-type: none"> <li>Lack of business experience</li> <li>Tapping into established networks and researching online</li> <li>Spending a lot of time testing tactics (paid/free, online/offline)</li> <li>Little to no marketing ROI analysis</li> </ul> <p>OR</p> <b>Established/successful marketing strategy</b> <ul style="list-style-type: none"> <li>Prior experience running a business</li> <li>Clear understanding of client base</li> <li>Focusing time on clients and matters</li> <li>Measuring ROI through analytics, intake data, and external consultants</li> </ul>	DOING	<b>Qualify the lead</b> Phone + email + text <ul style="list-style-type: none"> <li>Qualifying the lead during the consultation</li> <li>Providing information about the legal process</li> <li>Discussing payment options</li> <li>Asking how clients found their practice</li> </ul>	<b>Send/complete intake form</b> Phone + email + text <ul style="list-style-type: none"> <li>Collecting client information</li> <li>Signing contracts and other documentation</li> <li>Checking for any conflict of interest</li> </ul>	<b>Work on matter</b> Meet at court Meet at office	<b>Does not follow up</b> <ul style="list-style-type: none"> <li>No time or forget to follow up</li> <li>I don't ask for reviews/referrals because I assume my client doesn't want to talk about their sensitive matter.</li> </ul>	
<b>Qualification criteria</b> <ul style="list-style-type: none"> <li>Geography</li> <li>Likelihood to hire</li> <li>Ability to pay</li> <li>Personality</li> <li>Matter's chance of success</li> </ul>				<p>OR</p> Talk by phone + email + text	<p>OR</p>	<b>Follow up with clients</b> <ul style="list-style-type: none"> <li>Sending a thank you note</li> <li>Requesting reviews and referrals</li> <li>Analyzing client feedback and reviews</li> </ul>
<b>Barrier to entry</b> It takes time and effort to get payment systems in place		<b>Upfront flat fee</b> Benefit for client: clear & simple, transparent, builds trust Benefit for attorney: prequalify client, immediate access to money, avoids the hassle of trust accounts	<b>Payment types</b> Cash, check, credit card, digital third-party payment solution	<b>Flexible in price AND payment</b> Fixed-fee, milestone, hourly I want to stay ethical also		
<ul style="list-style-type: none"> <li>It takes a lot of time and money to set up my business.</li> <li>What works for other attorneys?</li> <li>What marketing tactics will bring in the most quality leads?</li> <li>I prefer referral leads because they're serious about needing a lawyer and already trust me.</li> <li>Networking is tough, it's a different set of skills.</li> <li>Will this help me grow my practice?</li> </ul>	THINKING	<ul style="list-style-type: none"> <li>Qualifying non-referral leads takes time and judgement, I would rather work with referrals.</li> <li>I want to have a good relationship with my clients.</li> <li>I don't like rejecting clients, I want to help.</li> <li>I'm not a used car salesman.</li> <li>I need an intake process that's easy and efficient.</li> <li>I charge a flat fee because I don't want to nickel and dime people.</li> <li>I am an educational resource for my clients.</li> </ul>	<ul style="list-style-type: none"> <li>If I treat my clients well, it will pay off with more referral business in the future.</li> <li>I want my client to feel like they can trust me and know I'll treat them with respect.</li> <li>I follow my clients lead on how we communicate.</li> <li>I don't want to worry about payment while I'm working with the client.</li> <li>I have to make money, helping people is an added bonus.</li> <li>There's so much paperwork.</li> </ul>	<ul style="list-style-type: none"> <li>I hope my client is satisfied so they refer me to their network.</li> <li>My door is always open, even if we're not working on a matter.</li> <li>I wish I had more time to follow up with former clients.</li> <li>I don't want to see my client again because it means they're in trouble.</li> <li>I opened my own practice to make as much money as possible.</li> </ul>		
<ul style="list-style-type: none"> <li>I get excited when new leads contact me.</li> <li>Growing my practice gives me anxiety because people depend on me.</li> <li>I'm proud of becoming an expert in my community and getting online recognition.</li> </ul>	FEELING	<ul style="list-style-type: none"> <li>It's hard for me to sign new clients.</li> <li>I get nervous discussing my rate because I don't think I'm worth it.</li> <li>It's annoying when potential clients want my advice for free.</li> <li>I get excited about a new case.</li> <li>Personal referrals are easy to work with because they already trust me.</li> <li>The payment conversation is uncomfortable for me to have with clients.</li> </ul>	<ul style="list-style-type: none"> <li>I like the personal connection with my clients so I feel like I've given them good service.</li> <li>I get frustrated when my clients are flaky and don't follow through.</li> <li>I love solving client problems - it's like a puzzle for me.</li> <li>Court is stressful for my clients, which makes it stressful for me.</li> <li>I've been in this practice area for a while, so I'm comfortable with the process.</li> </ul>	<ul style="list-style-type: none"> <li>I'm not at the point where I feel comfortable asking for reviews.</li> <li>I feel satisfaction in helping a client solve their problem.</li> <li>I hope I don't have to chase down payment - I hate asking for money from clients I care about.</li> <li>I feel relieved that a matter is over.</li> </ul>		
<b>Running a business</b> Setting up and growing a practice is time consuming and not all attorneys know how to do it. Having prior business experience plays an important part in confidently marketing a practice.	KEY TAKEAWAYS	<b>Qualifying leads</b> Identifying quality leads is challenging for attorneys. Attorneys can benefit from help that improves their process for acquiring and qualifying potential clients.	<b>Client empathy</b> Attorneys feel empathy for their clients, care about their situation, and cater to their needs.	<b>Getting paid</b> Attorneys are experimenting with different payment methods, and price structures, to meet their own needs and the needs of their clients.		
<b>Set and forget</b> Attorneys rarely adjust their tools and marketing practices, unless they absolutely need to.		<b>Personal referrals</b> Many attorneys favor referrals from former clients and other attorneys as a reliable source of leads.	<b>Setting expectations</b> Attorneys struggle when working with difficult clients - tracking down missing paperwork and dealing with unreasonable expectations. Attorneys seek to educate their clients and set expectations early, to improve the working relationship overall.	<b>Staying in touch</b> Attorneys don't have time or often forget to stay in touch with clients after a matter. In some practice areas, attorneys don't ask for reviews or follow up because they assume clients don't want to talk about more sensitive matters.		