

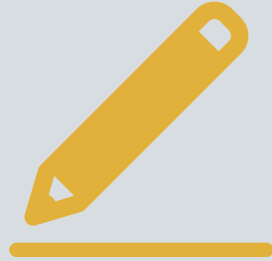
# Marketing for Women Lawyers – Discover Your Strengths and Elevate Confidence



# PARTICIPATE



Share your web  
camera



Pencil & paper  
ready



Take notes



Unmute to join the  
conversation or ask  
questions using the  
chat function

# LORI PULVERMACHER, MBA

## PRACTICE ADVISOR

- Passionate about helping lawyers grow their businesses. Experience includes coaching, business management, marketing, sales, and client delivery at these organizations:
  - LIFT Consulting, Coach, trainer, and consultant in the areas of sales, leadership, communication, and organizational structure
  - Law As A Business (LAB), Director of Business Solutions, Director of Sales, and Lead Practice Solutions Advisor
  - ElderCounsel, LLC, sales, marketing, executive leadership, management
  - WealthCounsel, LLC, marketing, education, and events
- On the Board of Directors for these organizations:
  - Girls on the Run—South Central Wisconsin
  - Spring Green Area Chamber of Commerce
  - Ithaca Youth Baseball & Softball
  - Kaul Community Park
- Girl mom, wife, small business owner, and outdoor enthusiast



# OUR GOALS TODAY

What is your why?  
Share what drew you to today's  
presentation in the chat.

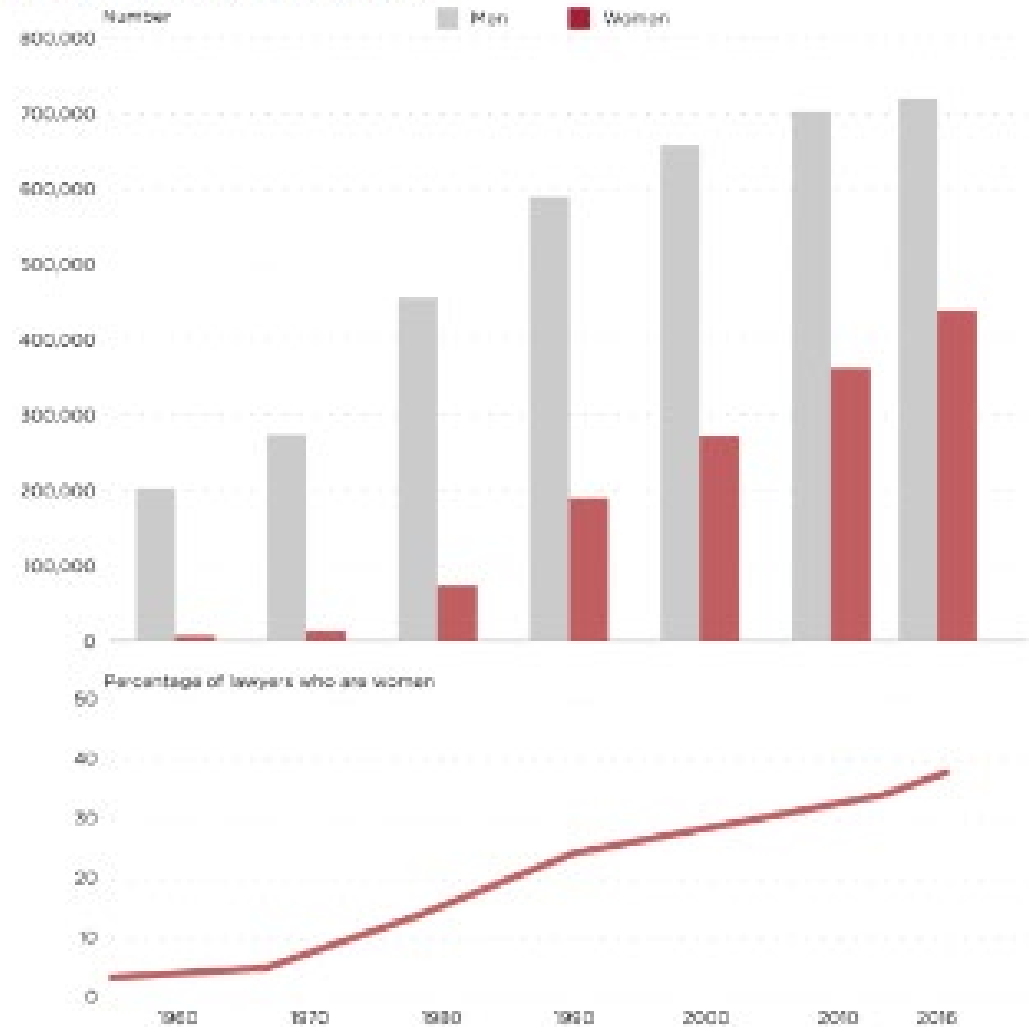




# What We Know

- Growth in the number of women lawyers grew dramatically beginning in 1960.
- Initially, women participated in firms at the level of secretary, then legal assistant, then paralegal, and eventually, associate with few entering the ranks of partnership in predominantly male-run firms.
- Frustrated with their attempts to break the glass ceiling, more women opened their own firms beginning in the 1990s.

## Lawyers: 1960–2016



Note: Lawyers' refers to the Standard Occupation Classification category of Lawyers, Judges, and Related Workers. For information about confidence intervals, nonresponse, sampling error, and definitions in the American Community Survey, visit [www.census.gov/programs-surveys/acs/technical-documentation/food-fact.html](http://www.census.gov/programs-surveys/acs/technical-documentation/food-fact.html).

Source: U.S. Census Bureau, 2016 American Community Survey.



## SOME STATISTICS

- 38% of lawyers are women (2022)
- 26% hold BOD or governing seats (NAWL)
- 22% of equity partners are female (2020)
- 12% less in earnings at the partner level
- 25% report harassment

# GENDER DIFFERENCES

Communication Styles



Decision-making Processes



Priorities



Emotional Responses



Personalization



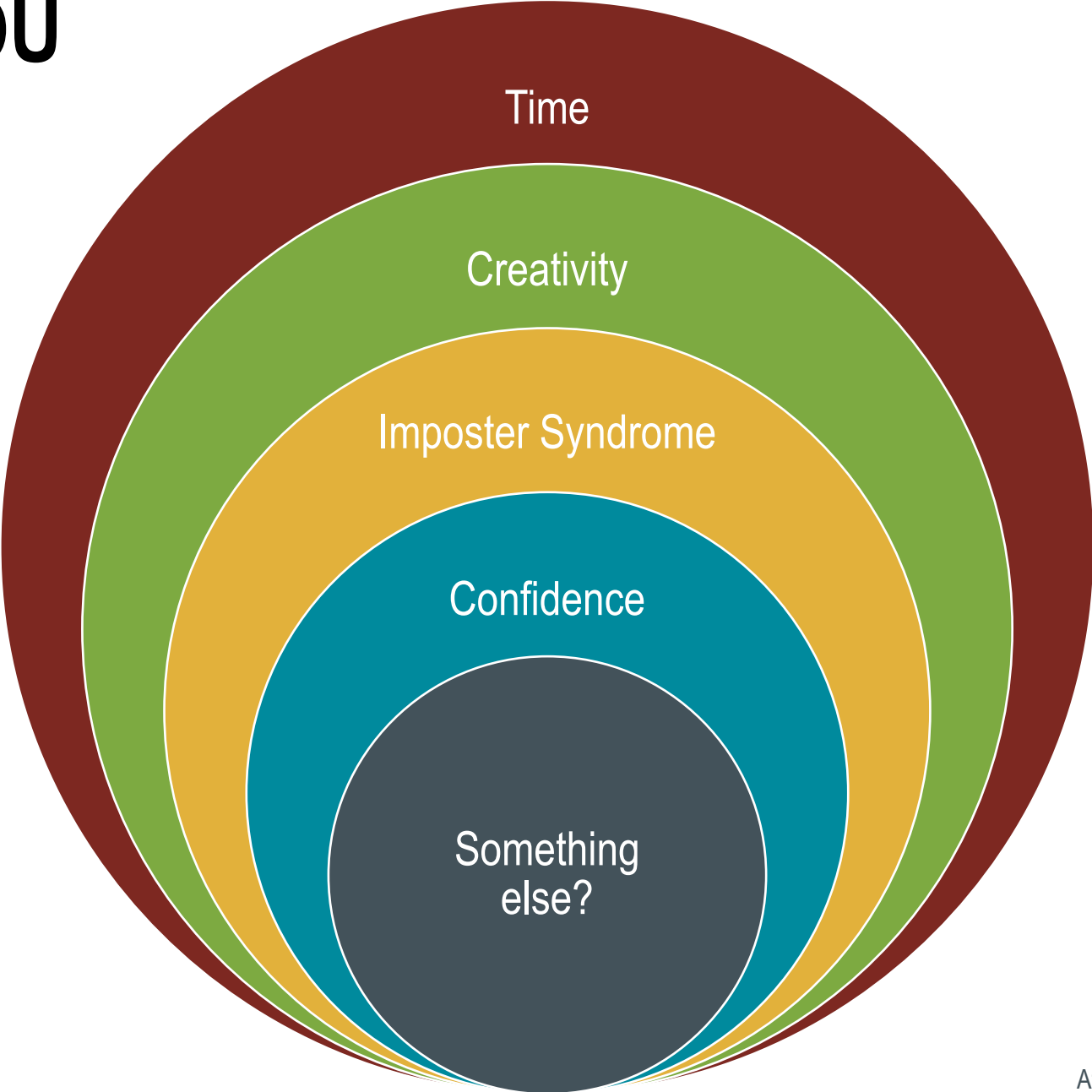


There is tremendous potential  
and opportunity for women  
in the legal industry.

**AND WITH MARKETING!**

# Overcoming Hesitation

# WHAT IS STOPPING YOU





# GAINING CONFIDENCE

- Stop negative or self-limiting thoughts
- Let go of perfection
- Act, and get comfortable being uncomfortable
- Start small
- Meditate, journal, affirmations, set goals
- Focus on your audience
- Evolve
- Embrace marketing and networking

# GAINING CONFIDENCE

Mindset &  
Self Talk

Start Small

Practice

Relationships

Accountability  
Partner

Content &  
Social Media



# Identifying & Leveraging Attributes



# ATTRIBUTES

- Trustworthy
- Listeners
- Comforting, supportive
- Team-focused
- Sincere
- Conscientious
- Loyal
- Empathetic
- Creative
- Humble
- Resilient

# IDENTIFYING ATTRIBUTES

Self-reflection

Seek feedback

Take  
assessments

Identify core  
values

Look to mentors  
and role models

Keep a record of  
success





# ATTRIBUTE BRAINSTORM

What are your attributes?

What have others told you about yourself?

How would others describe you?

What is important to you?

# Developing Marketing Strategies



# SUCCESSFUL RAINMAKING

- Network and relationship building
- Develop your laser talk
- Client and professional referrals
- Have a referral process and ask for business
- Follow up and communicate
- Social proof and thought leadership
- Invest time wisely—carve out time to market
- Don't skimp on client service

# MARKETING STRATEGIES

- Referral-based marketing
- Google My Business, Website, Social Media Business Pages
- Online reviews and testimonials
- Content marketing
  - Videos, blogs, social media posts, podcasts, and webinars
- Advertising, SEO
- Email and or direct mail
- Local press and publications
- Host events, attend trade shows and industry events
- Sponsor events or causes
- Speaking engagements



# Developing Your Laser Talk

# LASER TALK

I support (specific description of client)...

In their desire to (benefit statement)...

By means of (how one gets the benefit)...

What's unique about my practice is...

Introduction

“We often hear these types of challenges..”

Hook or Ask

Benefit Statement





# LASER TALK PHRASES

## Whom I help

### Who I Am

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- I work
- I help
- I help good people

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## What Is Unique About Me and/or My Firm

- We have 120 years of combined experience to draw upon.
- We have been in existence longer than any other firm in this area.
- What's unique about me is that I am a divorce attorney who has been through a divorce: I understand how painful it can
- We are one of the oldest firms in the area - we grew up with this town.
- What's unique about me is that I am a business owner just like most of my clients.
- What's unique about me is that I am the attorney's attorney. When my colleagues need help, they turn to me.
- What's unique about me is that I started out as a teenager who got into trouble - I have a lot of insight into how kids can get on the wrong track - that's why I turned myself around and became a criminal attorney.
- We have designed our practice from the client's perspective with an emphasis on being accessible and available to our c
- We are attorneys and educators: we pride ourselves on providing a lot of education about the legal process so our clients feel informed every step of the way.
- Our law firm takes the team approach crafting individual solutions, keeping clients informed with an emphasis on education and information allowing clients to make their own decisions.
- Even though I have 20 years' experience in court, I find I can save people time, money and emotional grief by achieving results outside of the courtroom.
- I try to minimize the financial and emotional damage of going to court.



# Draft Your Laser Talk

# Crafting Your Ask

# DISCUSSION



# REFERRED CLIENTS VS. OTHER CLIENTS

Other Clients	Referred Clients
Price sensitive	Value per case is higher
View legal services as a commodity	Lower acquisition cost
Require more time and effort to convert	Prospect is pre-sold
Lower case value	You get the three rebuttable presumptions
Little or no loyalty	Insulates you from big advertisers in the market



# WHEN SHOULD I ASK FOR REFERRALS?

## From Clients

- When they are satisfied with your work

## From Current Referral Sources

- When rapport and contact has been consistent

## From Potential Referral Sources

- During your first meeting while learning about each other and your businesses

## From Friends, Family & Acquaintances

- Always! Don't assume they know what you do or that they will remember

# IDENTIFY/TARGET YOUR IDEAL CLIENT

Who is your ideal client?

Consider your client intake matrix—who is your “A Client?”

Be clear on what you are asking

If you don't know who your ideal client is, nobody does

# ASK AND YOU SHALL RECEIVE

Never assume your clients, friends, or potential referral sources know you want referrals. It's important to let your contacts know that your practice thrives on referrals!

There is a direct correlation between the number of times you ask for referrals—and the directness with which you make the request—to the number of referrals you receives.

# ASK IN AN AUTHENTIC WAY







## EXAMPLES OF ASKING FOR REFERRALS FROM CURRENT REFERRAL SOURCES

- “I’ve enjoyed working with all of the clients you’ve sent. Please don’t hesitate to send anyone else you work with who could use our services”
- “Please don’t hesitate to send us clients, we’re never too busy to take care of anyone you might refer. In fact, my receptionist has special instructions to interrupt me immediately when one of your referrals calls”

# EXAMPLES OF ASKING FOR REFERRALS FROM CLIENTS

“I really enjoy working with clients like you. Our practice is built on referrals from great clients like you. I’d appreciate it if you would mention our firm to anyone who could use our assistance.”

“Referrals from great clients like you are the foundation of my practice. Thank you for your business, please feel free to recommend us to others.”

“A business like mine depends heavily on referrals from satisfied clients. If you’re happy with our services, and if you know someone else who might benefit from what we do, I’d appreciate it if you would consider introducing us to them. A good referral for us is someone who \_\_\_\_\_ (someone like the person you're asking!).

Can you think of anyone you know who might benefit from our services as you have?”

“The referral of a friend or family member is the greatest compliment you can extend us!”



# EXAMPLES OF ASKING FOR REFERRALS—SOMEONE WHO WAS REFERRED TO YOU

“I’ve enjoyed working with you, and I’m happy that \_\_\_\_\_ introduced us and recommended we work together! If it weren’t for her/him, I would’ve never met you!

You're exactly the type of client I enjoy working with, and that matches our business/mission/process/etc.

# Draft Your Referral Ask



# OTHER CONSIDERATIONS

Build relationships with other women

Focus on building trust

Be more assertive—consider your language

Be strategic & set goals

Celebrate successes

# STAY CONNECTED AND INFORMED

- Access free resources and webinar replays at [www.atticusadvantage.com](http://www.atticusadvantage.com)
- Join our mailing list to receive our weekly newsletter and to stay informed about upcoming workshops and webinars
- Listen to Great Practice. Great Life podcast
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  - YouTube <https://www.youtube.com/user/atticuslawyercoaching>



# UPCOMING WORKSHOPS AND PROGRAMS



## THE PRACTICE GROWTH PROGRAM™

San Francisco

Orlando



## DOUBLE YOUR REVENUE™ WORKSHOP

June 16<sup>th</sup>, San Francisco

June 23<sup>rd</sup>, Orlando



## BREAKING THROUGH LAWYER BURNOUT WORKSHOP

May 24<sup>th</sup>, 2-3:30 pm ET

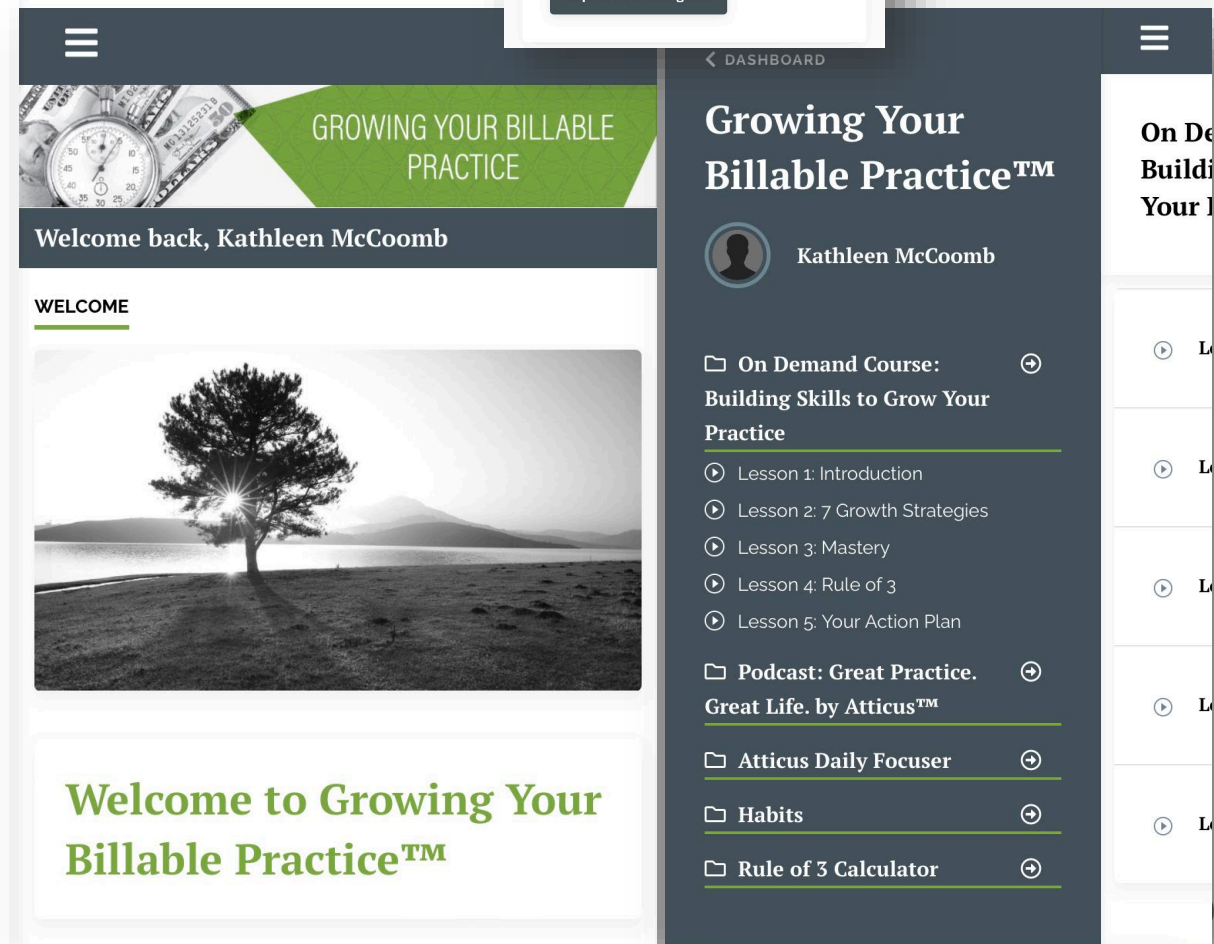
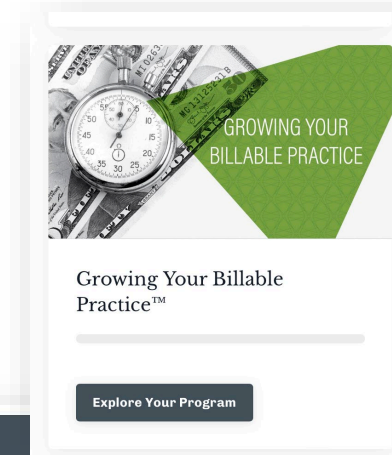
Use code **50BURNOUT** for 50% off

# IMPLEMENTING GROWTH STRATEGIES

APRIL 27, 2023

2:00 – 3:30 PM ET

- Register today and get ½ off!
- Register today and get access to on demand resources to grow your practice
- Link in the chat box
- Use Promo Code: **50BILL** at check-out





# Final Thoughts and Questions



# Thank you!

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