LAWYERS & LEADS: HOW TO EFFECTIVELY DEVELOP BUSINESS

Presented by:
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WHO ARE WE?

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Leads, traffic, and why business development is so critical to your law firm.
Capturing, tracking and following up with leads is essential to marketing – not just in law, but across all businesses and industries.

Developing and solidifying relationships is a building block of successful companies, and it can be as simple or as complex as one would like.

The following are some ideas that can be adopted and personalized to each firm/lawyer as necessary.
CAPTURING LEADS

Types of leads include clients, potential clients, and referral sources.

Make meeting new people a goal (and give it a monthly number so you can track your success), and afterwards connect with at least three new colleagues on LinkedIn.

Go to events, lunches, dinners, non-profit fundraisers, your children’s activities – the list is limitless.

Track which events are “target rich” for you, and attend similar events.

When giving a presentation, take a raffle item so that attendees are encouraged to add their business card into the raffle.
CAPTURING LEADS - CONTINUED

Arrange for introductions from people you know

Create signature events that you invite friends, colleagues, clients, and target to attend

Send out newsworthy information to your target audience, and invite people to connect with you

Reach out to people on LinkedIn

Join a Board or Committee that interests you

Attend industry specific gatherings
TRACKING LEADS

Enter names into ANY sort of database with as much info as possible – especially their name, company, title, address, email, telephone, date of first contact/description, and mark them down for any services (events, newsletter, seminars, holiday card, etc.) you plan to use to follow up with them.

Take a snapshot of business cards, and have them automatically upload (or, ask someone to help you enter the info into a database).

On a quarterly basis, look through your LinkedIn contacts to see if you have contacts you should add to your
FOLLOWING UP WITH LEADS

Set up a tickler system to ensure follow up (your Outlook calendar, special programs, event/time of year driven, etc.)

Send along articles of interest via email

Send handwritten notes

Set up a coffee or lunch

Invite to an event you are already attending
FOLLOWING UP WITH LEADS - CONTINUED

Invite to a Signature event you/your firm created

Have an internal monthly meeting to hold yourself accountable (and for some fun, add in prizes to keep people/yourself motivated)

Send holiday specific gifts/cards

Connect leads with contacts that could potentially expand the lead’s network, and add value to their business
TECH TOOLS

- How to implement
- Level of investment
CHATBOTS

LAWDROID

Automate Consultation Scheduling

To book your consultation, I'll need to get your full name and contact information.

Automate Frequently Asked Questions

Here are some frequently asked questions about bar investigations.

Can the State Bar take my deposition?

Yes. The California State Bar has authority to depose you during its investigation, even before charges are filed.

Automate Service Offerings

Here are some services Zavieh Law offers.

Automate Document Generation

Megan Zavieh
California Ethics Lawyer
CHATBOTS

Form One

Bots / Immigration Bot

Select
In legal status?

User Choice
No

Select
In U.S. since 1972?

User Choice
No

User Choice
Yes

User Choice
No

Do you have a job opportunity in the U.S.?

Yes

Already in U.S.?

No

Can you get a nonimmigrant visa (NIV)?

Yes
TEXT MESSAGING

zipwhip

1LAW

pinger
AUTOMATION – LEGAL CRM

LAWMATHICS
REPORTING & METRICS: MEASURING SUCCESS

- CPL = Cost Per Lead
- CPO / CPA = Cost Per Opportunity / Appointment
- CPC = Cost Per Client
- ROI = Return on Investment
RESOURCES FOR GETTING THINGS DONE
- MARKETING
RESOURCES FOR GETTING THINGS DONE
- CONTRACT SERVICES

Alert Communications
Intake and Call Center Services for Attorneys
• Product Reviews
• Articles
• Discounts
EXHIBITORS HERE AT TECHSHOW
QUESTIONS?
THANK YOU FOR JOINING US

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