

Client Acquisition for Attorneys Course

Wealth Horizons Academy | \$397

FILL YOUR CASELOAD WITH THE RIGHT CLIENTS

Growing a law practice requires a systematic approach to client acquisition. This course teaches you ethical, effective strategies for attracting and converting the ideal clients for your practice.

MODULE 1: DEFINING YOUR IDEAL CLIENT

Why Niche Practices Outgrow General Practices

Counterintuitive truth: The more narrowly focused your practice, the more clients you attract.

Specialist positioning creates: - Higher perceived expertise - Premium pricing authority - More targeted and efficient marketing - Better word-of-mouth referrals

Practice Area Specialization Examples: - Real estate transactions specifically (vs. general practice) - Divorce for high-net-worth individuals (vs. general family law) - Employment law exclusively for employers (vs. plaintiffs and defendants) - Estate planning for blended families (vs. general estate planning)

Defining Your Client Avatar

Describe your ideal client in detail: - Demographics (age, income, profession) - Geographic area - Legal needs - Decision-making process - Communication preferences - Budget and fee sensitivity

MODULE 2: DIGITAL PRESENCE

Your Law Firm Website

Your website must do three things: 1. Establish credibility and expertise immediately 2. Help potential clients self-identify (does this attorney handle my issue?) 3. Create a clear path to contact you

Essential Website Pages: - Home: Who you are and who you serve - Practice areas: Detailed description of each - Attorney bio: Your credentials and what makes you different - Resources/Blog: Demonstrates expertise, improves SEO - Contact/Consultation: Clear call to action

Google My Business for Attorneys

Your Google Business Profile appears in local searches for "[practice area] attorney [city]." This drives highly qualified, local leads.

Optimization checklist: - Complete all profile fields - Add photos (office, headshot) - Collect Google reviews from satisfied clients - Post updates weekly - Respond to all reviews (positive and negative)

Content Marketing for Attorneys

Write about what your clients want to know. Legal information content ranks well on Google and establishes authority.

Content Ideas by Practice Area: - Estate Planning: "What Happens If You Die Without a Will in Ohio?" - Family Law: "How Is Property Divided in an Ohio Divorce?" - Business Law: "5 Contracts Every Small Business Needs" - Real Estate: "What Is Title Insurance and Do You Need It?"

MODULE 3: REFERRAL DEVELOPMENT

Building Your Referral Network

Attorney referrals (from attorneys in other practice areas) are the highest-quality, easiest-to-convert leads in the legal profession.

Your Target Referral Network: Identify attorneys in complementary practice areas who serve your ideal clients: - Family law attorney → estate

planning clients - Corporate attorney → employment law clients - Real estate attorney → estate planning and business law clients

Referral Relationship Development: 1. Identify target referral attorneys 2. Connect on LinkedIn 3. Invite to coffee or lunch 4. Send referrals first before asking for any 5. Follow up after referrals to confirm outcome 6. Stay in regular contact (quarterly minimum)

Non-Attorney Referral Sources

Professionals who regularly encounter people needing legal services: - Financial advisors (estate planning, business transactions) - CPAs/accountants (business law, tax disputes) - Real estate agents (real estate transactions, landlord-tenant) - Mortgage lenders (real estate closings) - Therapists and counselors (divorce, family law) - HR professionals (employment law)

MODULE 4: THE INITIAL CONSULTATION

Free vs Paid Consultations

Free consultations: Higher inquiry volume, more unqualified callers **Paid consultations:** Lower volume, higher quality, sets professional tone

Recommendation: Charge \$150-300 for an initial consultation, credited toward retainer if they hire you.

The Consultation Framework

1. Listen to their situation completely (15-20 minutes)
2. Identify the legal issues involved
3. Explain the general legal landscape (educational)
4. Describe your approach and process
5. Present your fee structure
6. Answer their questions
7. Ask: "Are you ready to move forward?"

Converting Consultations to Retained Clients

Conversion rate benchmarks: - Average attorney: 30-40% - Strong marketer: 50-60% - Elite practitioner: 60-80%

Improve your conversion rate by: - Following up same-day with a written summary - Providing a clear next-steps document - Removing friction from the engagement process (DocuSign + online payment) - Following up if they did not sign immediately

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