

# The 3 Biggest Mistakes That Keep Most Lawyers From Attracting As Many Clients As They Want And How To Fix Them



Michelle Peters  
The Business Instructor

**The Business Instructor**  
More Clients, More Profits, More Time

# Michelle Peters, *The Business Instructor*

Creator of The **Profitable Practice Programme** for Lawyers Who Want More Clients and To Increase Profits Without Working More Hours

Author of no.1 best-selling book ‘**The Client Magnet Formula for Lawyers: how to attract and convert more of your ideal clients**’

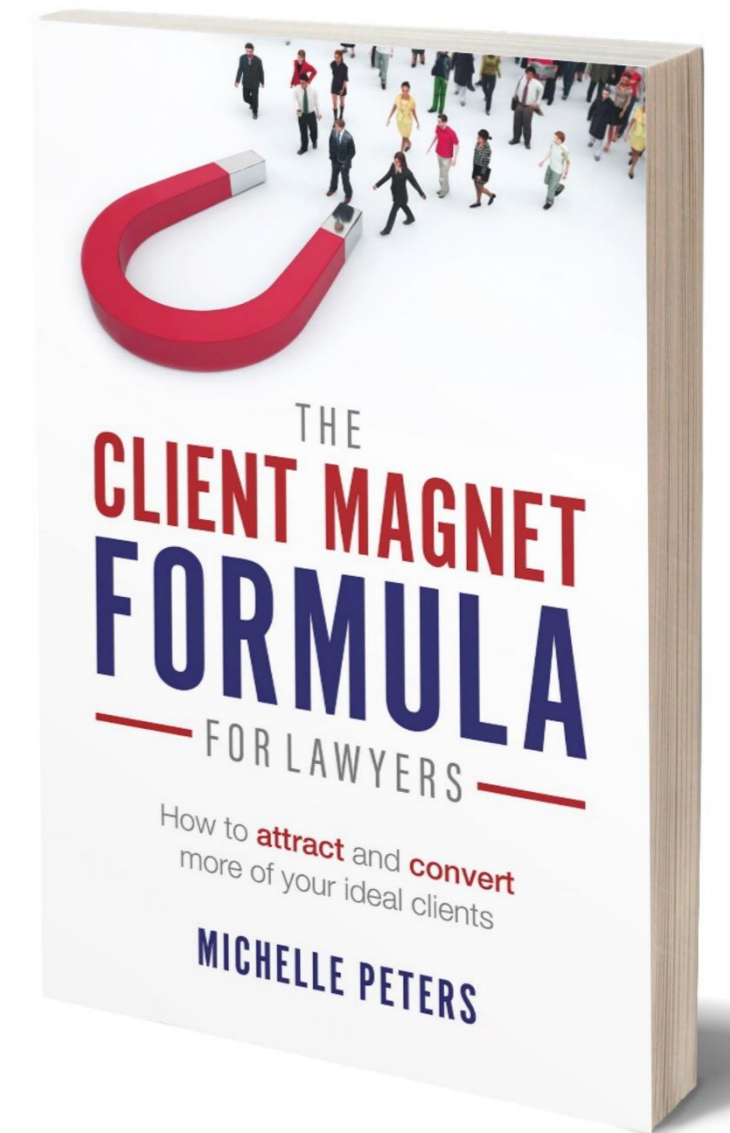
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[www.thebusinessinstructor.com/book-chapters](http://www.thebusinessinstructor.com/book-chapters)

Former practising solicitor and then business owner

“The Business Instructor”

My approach is based on results (not theory) and what feels *professional*

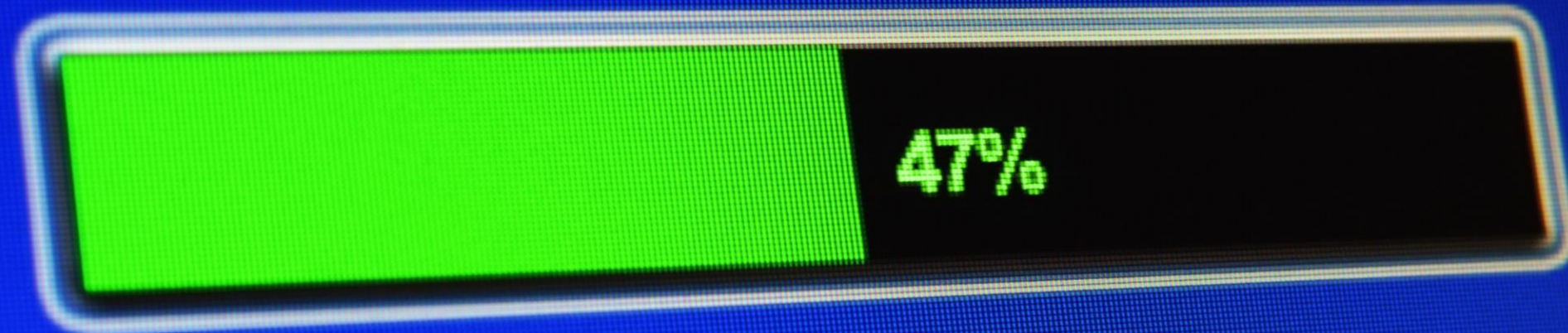


## What you will get from today's training

- **The 3 Biggest Mistakes** most lawyers make that stop them attracting as many new clients as they want (and how to avoid them)
- **The #1 'Client Magnet' Secret** that will powerfully attract your ideal clients to you (and away from your competitors) giving you the freedom to pick and choose the clients you want to work with
- **3 Golden Rules** for avoiding these mistakes and attracting more of your ideal clients (without wasting time or money on marketing that doesn't work)



**DOWNLOADING...**

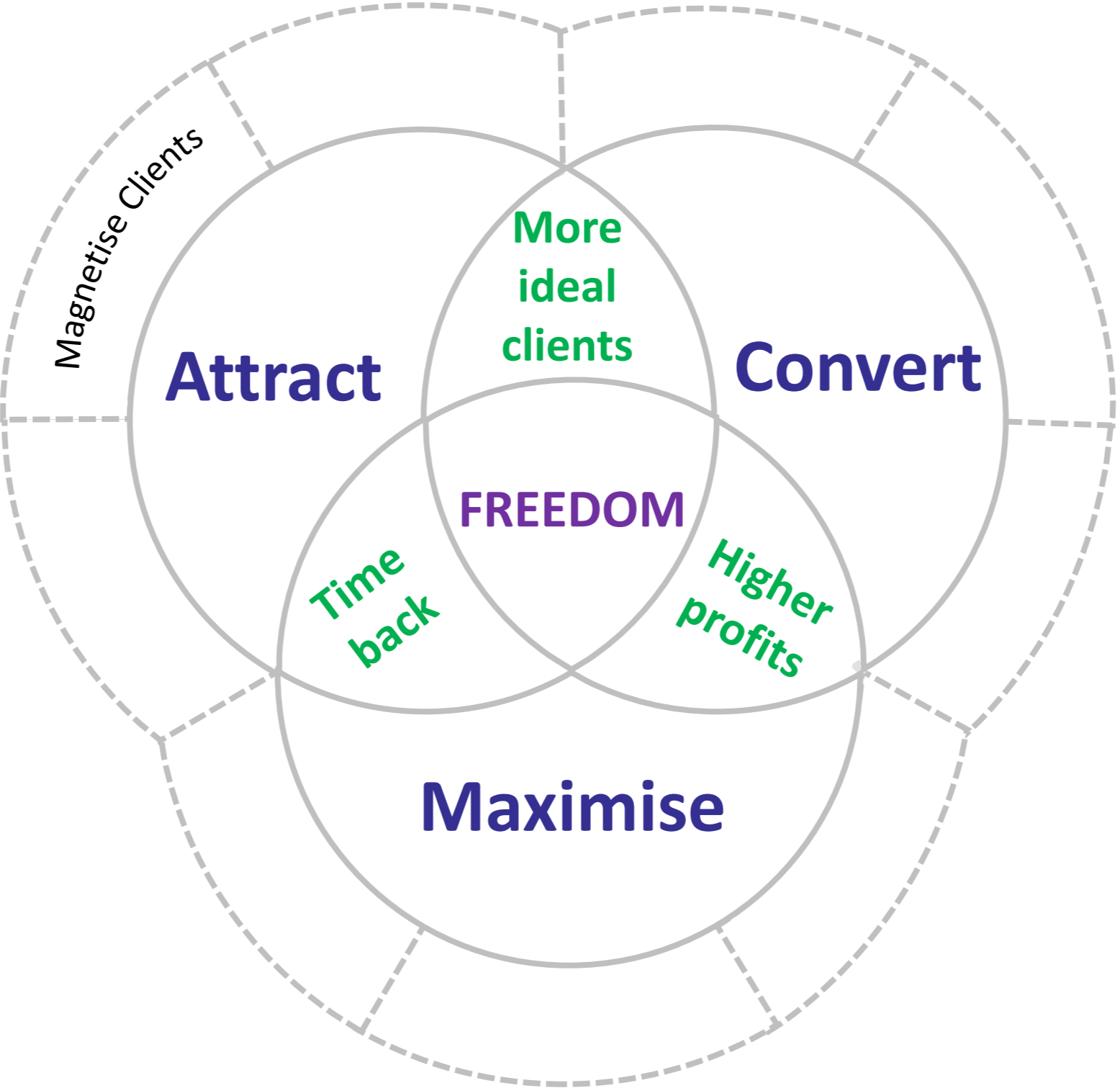


**RESOURCES**



What's  
Important  
to You?

# The Profitable Practice Accelerator Model



# Attracting vs Hunting

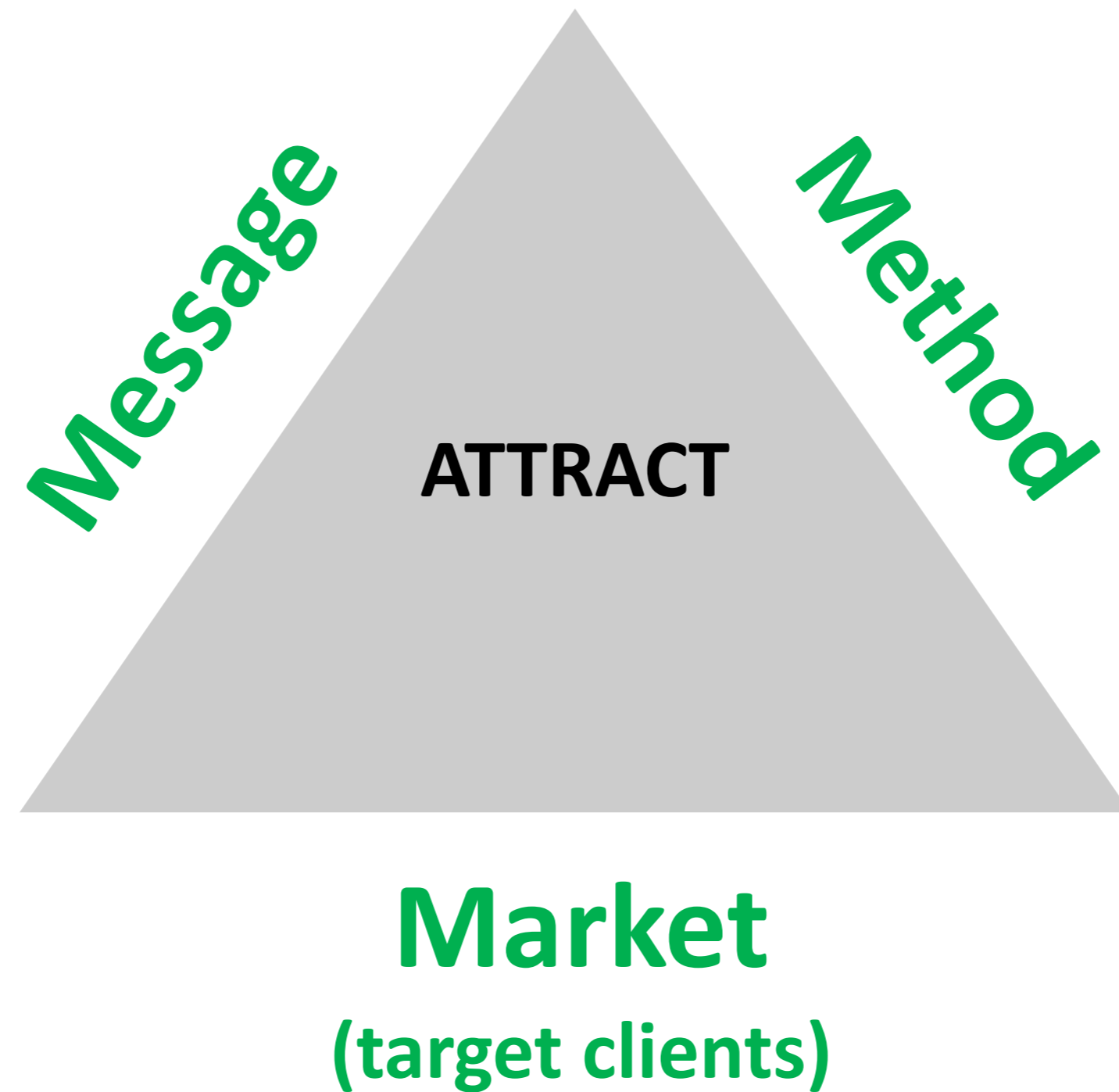


**What's the hardest  
part for you about  
attracting new clients?**





# Overview: 3 Critical Parts to Attraction Success

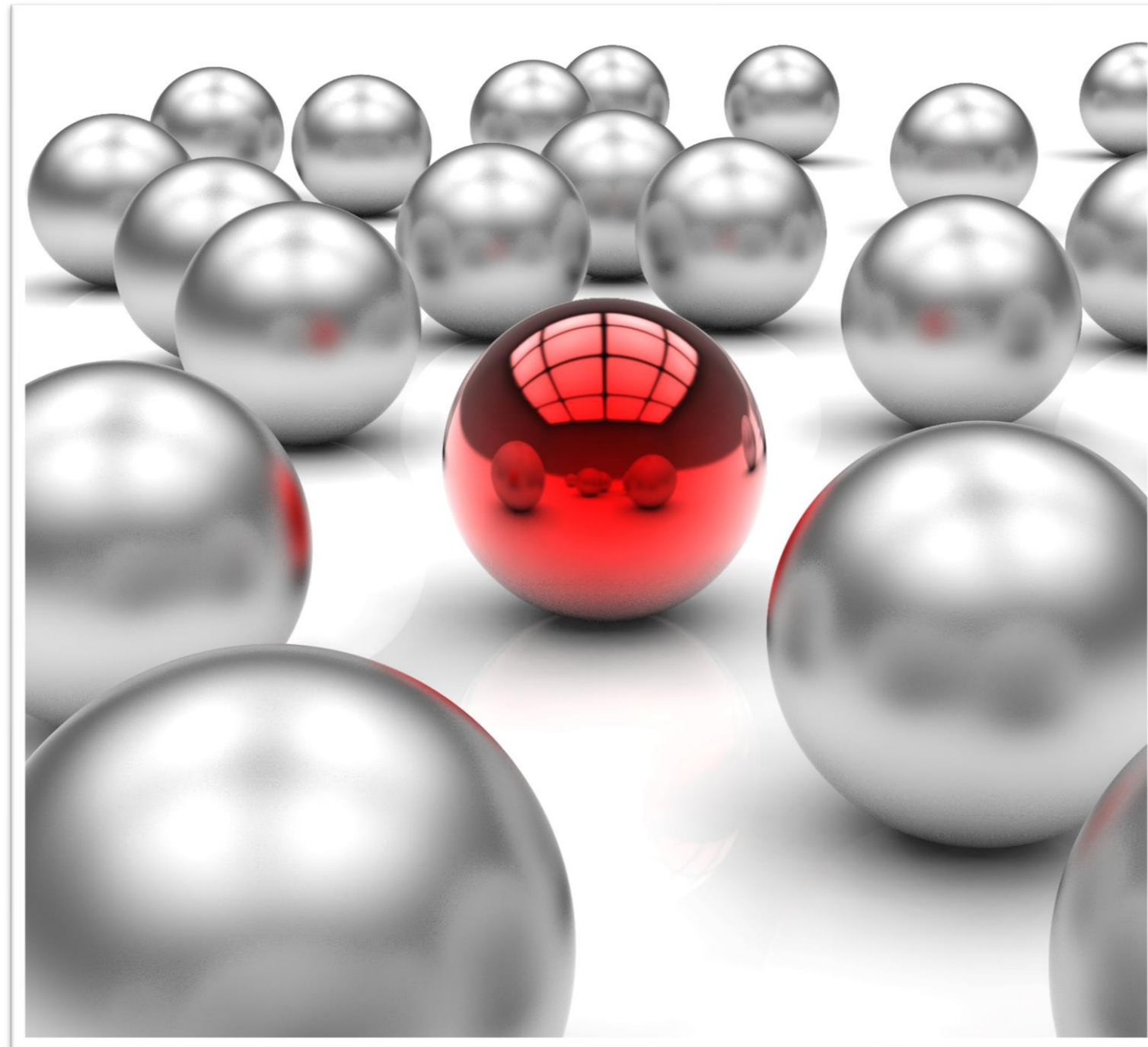




**Which of these 3 do you most need to improve right now (market, message, method)?**

# ***THE 3 BIGGEST MISTAKES***

# Mistake no.1: Not standing out (Message)



**Which of the 3 Cs is your  
biggest challenge  
(Clutter, Competition,  
or Caution)**



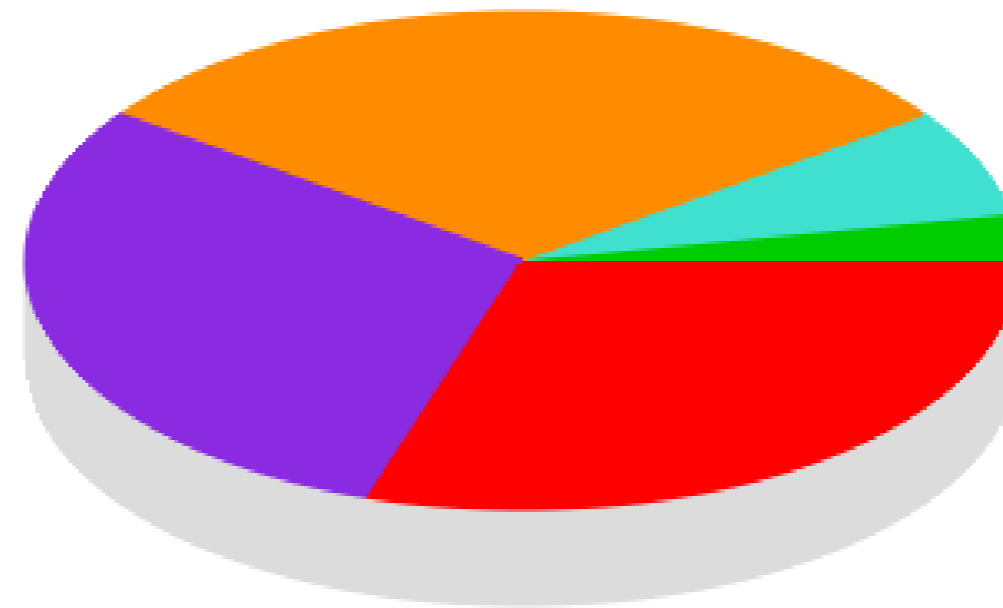
# Mistake No. 2: Only marketing to those looking to 'buy' now (Market)



# What percentage of your ideal clients are you marketing to now?

- 3 % ■ Active
- 7 % ■ Open
- 30 % ■ Aware
- 30 % ■ Unaware
- 30 % ■ No

Your Target Market



**What percentage of your  
ideal clients are you  
currently marketing to?**





# Mistake No. 3: Not using marketing to start a relationship (Method)



**Which of these 3 mistakes  
are you making and what  
IMPACT is this having?**



# In an ideal world....



# It's time for a different kind of marketing



VS



# The real benefit of EBM

Most professionals are only marketing to **3%** of their target market.....

....Using EBM you can reach up to **70%**

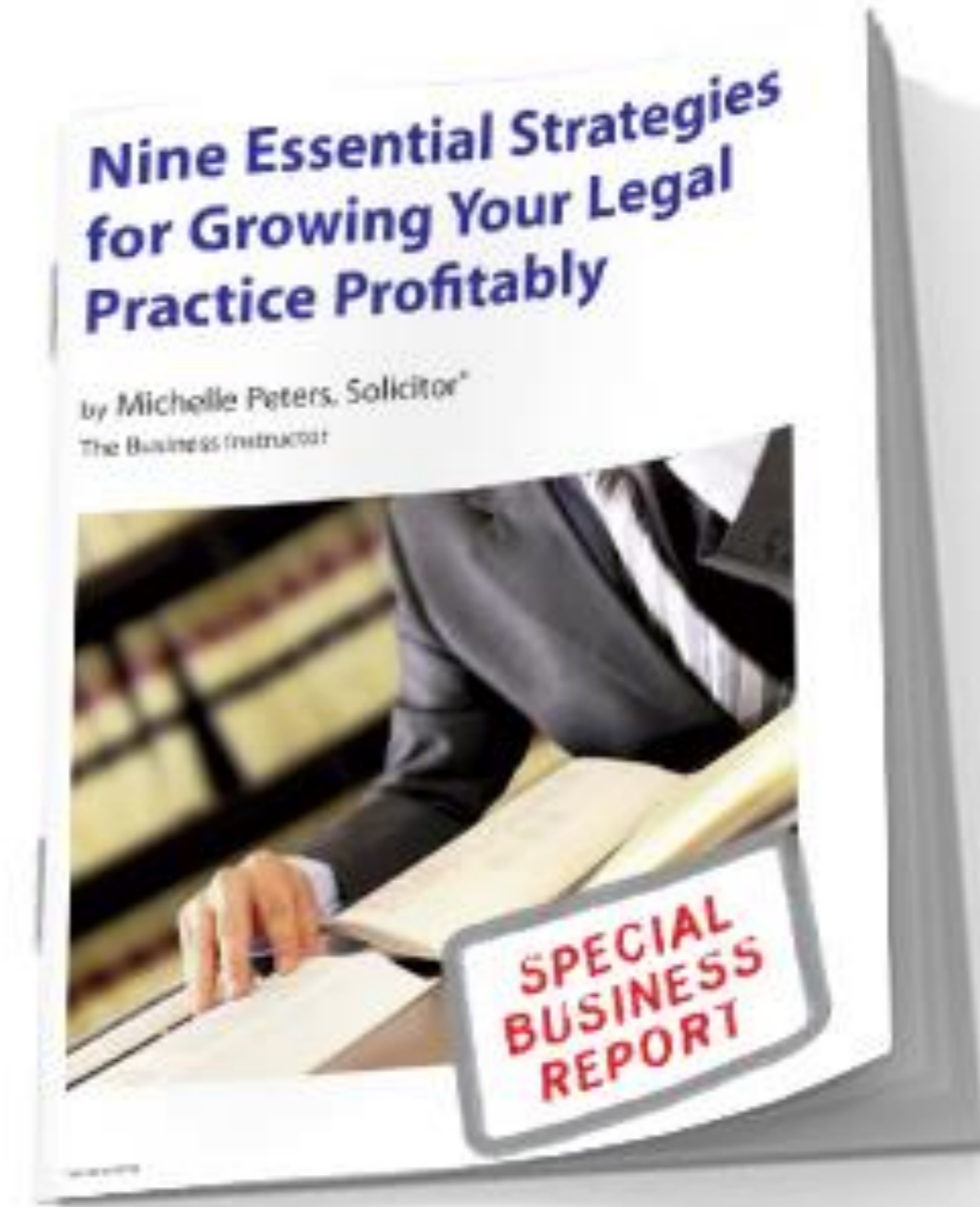


## Done correctly

### Education-Based Marketing will also:

1. Give value, build trust and start a relationship = attracts clients to you
2. Help you stand out from the crowd
3. Educate more potential clients about *why* they need your service and the *value of your help*
4. Position you as expert (not 'seller') that they should choose
5. Work hard for you whilst you are helping other clients or taking a well-deserved rest!

# Examples of Education-Based Marketing



**What difference would it  
make if you used *effective*  
education-based marketing?**







# Getting it right



# Getting it wrong.....



## **Golden Rule no.1**

**Educate the right people about the the right things  
(Market /Message)**



**Stephen generated 300 enquiries  
within 2 weeks (with no prior  
marketing experience)  
and £50,000 in new instructions**



*“Michelle has helped us to produce a Client Magnet report [targeting a specific type of client we can help] that generated over 300 downloads from potential clients in just a few months. This has meant that we have been able to generate an excellent pipeline of worldwide potential new business targets during the COVID lockdown and has already generated over £50,000 of new business.”*

**Stephen Rodd, Director, Keystone Isle of Man**

**Golden Rule no.2:**  
**Give the right amount of value (Message)**



**You can give too much....**



**Andrew's firm had a 30% increase in enquiries by being clearer on 'why' clients needed his help (without having to 'sell' his services)**



*“In the first 6 months of the year, enquiries have increased by 30% and the percentage of those enquiries becoming clients has increased by 36%.”*

Andrew Park, Owner, APP Law Solicitors



## **Golden Rule no. 3:**

**Start an ongoing relationship (Method: Client Magnet)**



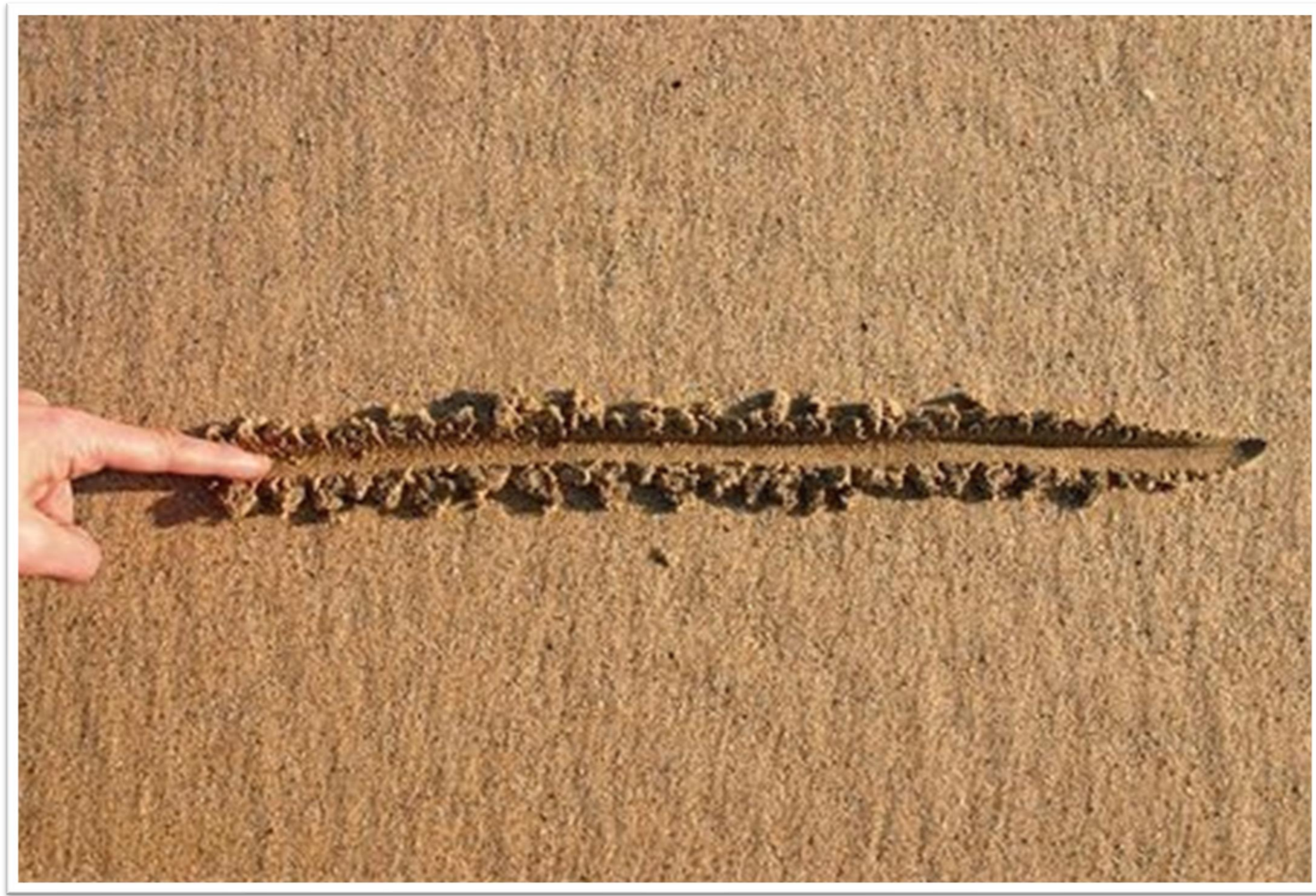
**Jonty's had a 1500% increase in enquiries by offering the right kind of 'Client Magnet' guide**



*“The fees generated from that work became the foundation of my firm’s turnover during lockdown and took the pressure off other areas that were struggling due to lockdown restrictions and court adjournments.”*

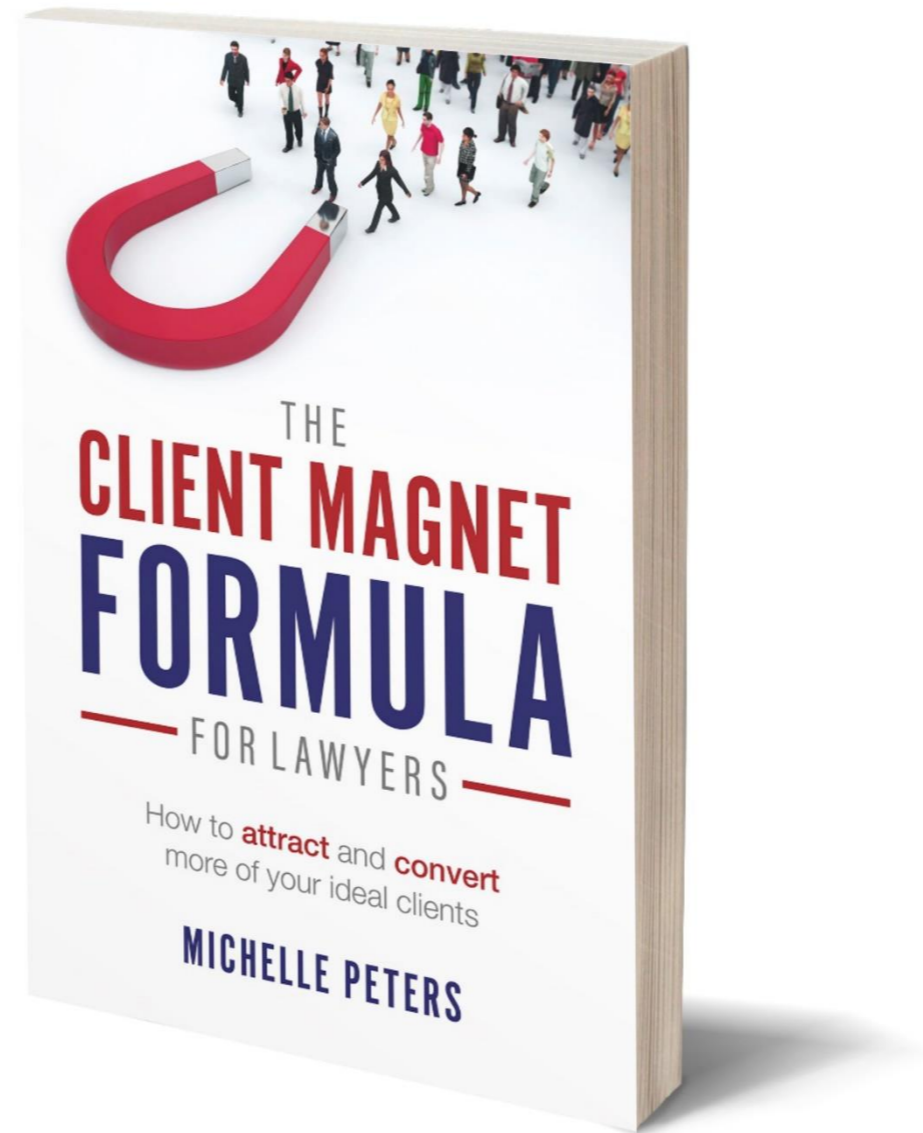
**Jonty Gordon, Owner, Amgen Law**

**You now have a choice....**



# A Helping Hand





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Practice Model



# Profitable Practice Secrets 1 Day Workshop

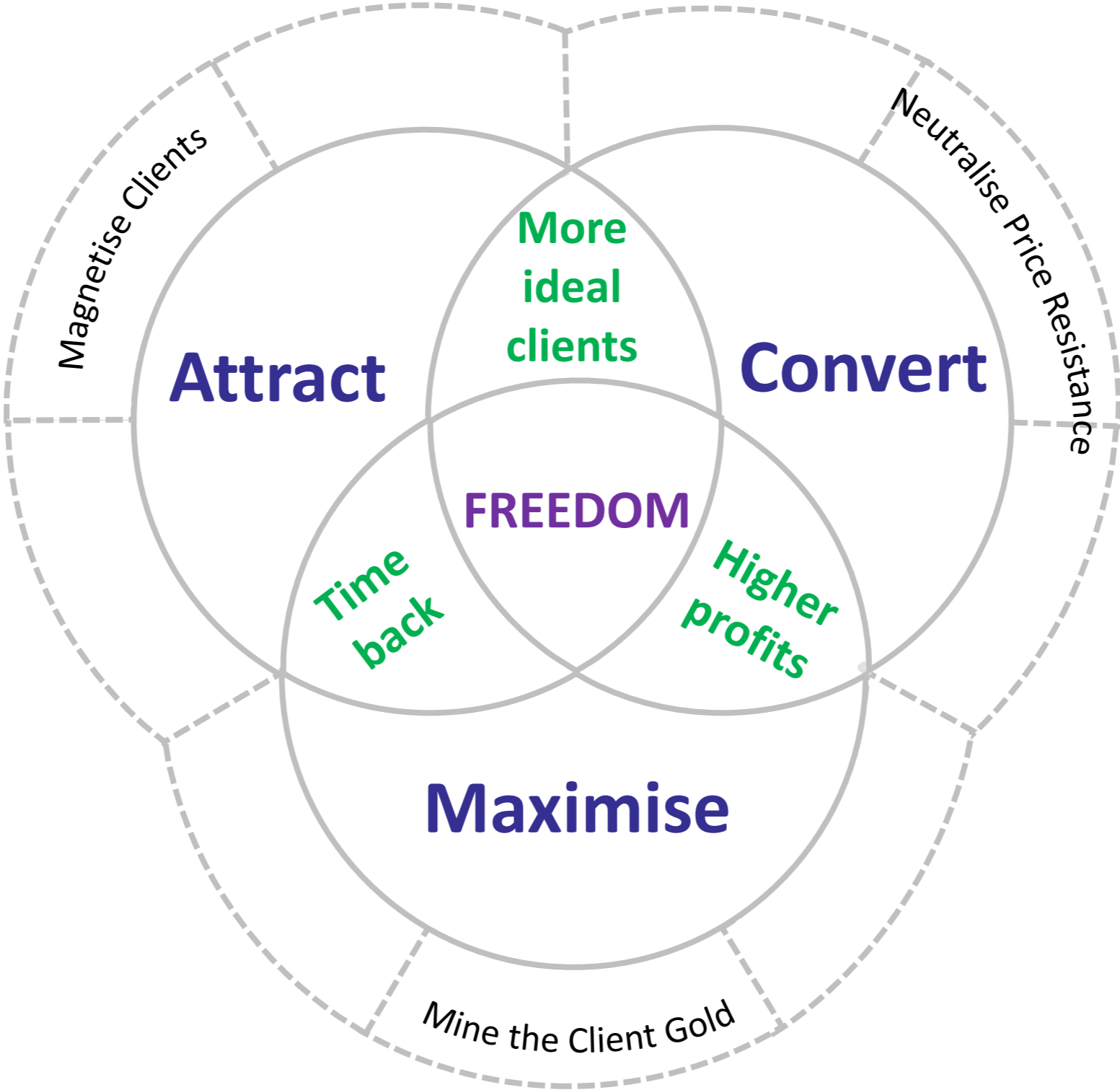
More Clients. More Profits. More Time

# Profitable Practice Secrets Workshop (ONLINE)

- Work with me to create the **topic and title** of your 'Client Magnet' guide or report to **Magnetise IDEAL Clients**
- Learn **new conversion skills** to **Neutralise Price Resistance** and turn more enquiries from your Client Magnet (or any other marketing) into **paying clients at HIGHER Fees**
- Discover how to **Mine the Client Gold** so that you (ethically) maximise the profits from each client whilst reducing your working hours
- **Create a Practice Growth Accelerator Plan** for your firm or legal practice which clearly identifies what you need to do, and in what order, to increase your clients, fee income and profits, **whilst reducing your work hours**



# The Profitable Practice Accelerator Model





# ONLINE Workshop Details

**When and Where:** ONLINE 3<sup>rd</sup> August or 14<sup>th</sup> September

**Investment:** Standard ticket £247+VAT

**Super Early Bird Ticket £147+VAT**

**PLUS** 50% discount for DG Legal webinar attendees using code **DG50**

NB: 3<sup>rd</sup> August workshop tickets currently available at “Super Early Bird” rate of **£147+VAT** and you can use 50% discount code as well!

Registration: [www.thebusinessinstructor.com/virtual-workshop](http://www.thebusinessinstructor.com/virtual-workshop)



# VIRTUAL (ONLINE) WORKSHOP Profitable Practice Growth Secrets For Law F...

Wed, 3 Aug 2022 09:15 - 17:00 BST

Enter promo code



click to enter code DG50 and then select your ticket below

## Super Early Bird £147+VAT

£147.00 +£29.40 VAT

Sales end on 12 Jul 2022

For tickets purchased by 12 July 2022.

## Early Bird Ticket £197+VAT

£197.00 +£39.40 VAT

Sales end on 20 Jul 2022

For tickets purchased by 20 July 2022.

## Standard Ticket £247+VAT

£247.00 +£49.40 VAT

Sales end on 1 Aug 2022

## Additional Ticket £123.50+VAT

£123.50 +£24.70 VAT

Sales end on 1 Aug 2022

(only valid when you also buy one Early Bird or Standard ticket - bring a colleague for just £123.50)

Checkout





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