

Why Coaching with Kelli is Different

Lawyers struggle with marketing. Lawyers hate selling.

How do I know? As a former in-house lawyer and head of my own law firm, I've walked a mile in your shoes. I've seen your struggle. I've lived your struggle. I know it's real.

Unfortunately, I also know that you can't avoid marketing and sales if you want to earn a living practicing law.

Over the course of 4 years in private practice, I worked to overcome my marketing and selling fears. I spent a lot of my spare time reading, studying, and taking classes to learn how to attract clients. I even hired my own business coach.

I've learned a lot and I would like to share what I've learned with you.

Here's what I bring to the table.

1. I know why your marketing efforts aren't working.

Most legal marketing experts teach tactics. Tactics like search engine optimization, social media marketing, and blogging.

Tactics are great IF you understand when and how to use them in your business, BUT tactics aren't good substitutes for the fundamentals.

2. I teach business fundamentals too.

What do I mean by the fundamentals? Let me explain with an example.

If you only use tactics in your marketing, you're like a baseball player who only knows how to bunt and steal bases. Both are great tactics that serve a purpose during a game. Unless you know where these tactics work within the big picture, they can't really help you.

To be a great baseball player, you need to know the fundamentals of the game. You need to know how to hit, throw and catch a ball. You need to know the rules, how to play a specific position, and how to work well with your teammates to win.

You have to know the fundamentals of baseball before the tactic of stealing bases helps your team win.

The same thing goes for marketing your law firm and selling your legal services. If you don't know the fundamentals of marketing and sales, the tactics really aren't going to help you.

SEO has a place. Blogging serves a purpose. Your website could be your best marketing tool. But having a blog on your optimized website won't help you if you don't know where your blog and website fit into your marketing and selling strategy.

3. I personalize the coaching to match your strengths, personality and the particular needs of your practice area. One size does not fit all.

4. I help you revise your website copy, update your marketing materials, set up your blog, webinar, or podcast, or develop your social media profiles. You don't need to hire someone else to create the effective marketing materials you need.

5. I work to dispel the angst, fear, and general dislike that you have for marketing and sales by giving you the education, tools, and strategies you need to bring in the clients you want.

This isn't rocket science. It's not even the law. It is simply business. You can do this.

If this sounds like what you've been looking for, we should talk. Contact me at (508) 878-3590 or kelli@lawducate.com.