



**Attorneys Special Report**  
**Discover 7 Simple Steps to**  
**Double or Triple (or more)**  
**Your Referrals, Clients and Revenues**  
**Even if . . . .**  
**You Don't Have Any Marketing Budget**

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If you're an attorney - whether a sole practitioner, or an associate or partner in a firm - and know that much of your future success depends on your ability to attract, retain and influence clients - then you're in the right place. The T.I.P.S. (Tools, Insights, Principles & Strategies) in this special report should be a great help to you in building and accelerating the growth of your practice. You will see the terms "client" and "customer", "practice" and "business", and "attorney" and "business owner" used interchangeably. These are merely reminders that you're not just practicing law, but running a business, and need to treat it that way in order to insure your success.

In this economy not only do most business owners not have money to waste, in many cases they don't even have enough to spend on the necessities. Notwithstanding that, they're still looking for (no doubt, needing, more than ever) a consistent and steadily growing stream of new customers. But how can they do that without mountains of miracle making money?

Too often, and especially in really tough times as we face now, people believe it's what they don't have, or can't do, that holds them back from succeeding. In reality, it's what they don't believe they can do that gets in the way or stops them. If it could be sold in 12 ounce containers, there's no question that success comes in "cans", not in "cant's".

In looking to the old adage that the best place to hide something is in plain sight, right under somebody's nose, clients have opened their eyes to find some of their best marketing resources "even some of their most powerful assets and tools" were always right there, in plain sight, under their noses. A lot of time, money and effort has been expended by business owners in looking for that "magic bullet" that will blow things wide open for them with the result that too often they end up shooting themselves in the foot.

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**Even if . . . You Don't Have Any Marketing Budget**

There are some great resources, tools and solutions 'out there', but for jump-starting results more quickly and more powerfully business owners can take a line from Dorothy in the Wizard of Oz - "there's no place like home." Remember how the scare crow, tin man, and lion had what they were looking for all along, they just didn't recognize it? It's because they didn't know the facts and they were looking beyond the mark.

It's time for business owners and professionals of all kinds to open their eyes, uncover those unused, neglected and too often overlooked but incredibly powerful assets and recognize what they already have and can already do that won't cost them anything. It's time to Launch Their Hidden Weapons of Mass Promotion to Explode Their Income - Starting Right Now!

## **Secret Weapon #1**

*The great equalizers*

### **Killer Service and Value**

One of the first things that we must do to get more business is realize that everything is becoming so globalized and computerized that it's becoming commoditized. People can sit home in their pajamas and shop on the Internet, whether it's for personal items and goods or for business items and goods.

They can sit at their desk at work. As they shop on-line, a lot of people have come to adopt the attitude that all you have to do is find the lowest price. The presumption being everything's basically the same.

**Attorneys Special Report**  
**Discover 7 Simple Steps to Double or Triple (or more)**  
**Your Referrals, Clients & Revenues**  
**Even if . . . You Don't Have Any Marketing Budget**

Now, two of the biggest ways to stand out and take the focus off price are the following: (1) deliver killer service - just absolutely killer service. And the other is (2) to deliver more value than people pay for. Don't be afraid of giving away a little bit, or even a lot. You need to build relationships and one of the best ways to do that is to give people more than they expected.

Think about it a minute. Especially in a difficult economy, when competitors are cutting back or cutting corners, what's an easier way to get attention and stand out than by making prospects and customers feel good about doing business with you. If they're getting more value, then their dollars are going farther with you than somebody else, right?

## **Secret Weapon # 2**

### *The Winner's Edge*

## **Give People a Reason to Buy and Refer Like Crazy**

The second thing you want to do is give people a reason to buy more and refer more, business to you. Now we've all heard the adage that people will do business with you if they know you, like you and trust you.

But I want to add one more characteristic that makes a huge difference and I've found that it causes the response to go up - maybe as much as ten times. Restated, it's that besides knowing you, liking you and trusting you, **it's that they also know** that you know them. When they know that you know them, their trust goes up dramatically. And so does their resistance to change to someone else.

**Attorneys Special Report**  
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**Your Referrals, Clients & Revenues**  
**Even if . . . You Don't Have Any Marketing Budget**

Why would they leave to deal with someone that doesn't know them? A competitor has no idea what the customer or prospect are about or what they need - what they want. That allows you to focus on quality, service and relationships - and that's where you can control the game.

Think about any times when you've had a service-writer at an auto repair shop where you've taken your car. If you felt like that person "knew" you, or even "knew" your car, didn't you have a strong preference to have them check you in instead of someone else? If they told you that a certain repair was needed, weren't you more inclined to believe them? You can do the same with your customers so they'll come back more often and without the usual marketplace hesitation or fear.

### **Secret Weapon #3**

*Letting them know they're important can make you stand out*

### **Connecting**

Another way to have a more favorable impact on your prospects and customers is to connect with them. I mean, really connect. There was a dentist who learned at a practice building seminar he should send out the personalized birthday cards and thought it was a great idea so he committed to do that. The problem was, he had his assistant sign them with a rubber stamp!

What did that *really* tell his patients about his personalized service? You can actually send out a hand signed birthday card. Or you can make a quick call to people on their birthday and within 2 minutes you *really can* have a meaningful and personal experience. I have made literally thousands of calls to clients, friends and prospects on their birthdays.

**Attorneys Special Report**  
**Discover 7 Simple Steps to Double or Triple (or more)**  
**Your Referrals, Clients & Revenues**  
**Even if . . . You Don't Have Any Marketing Budget**

This is purely personal and it's powerful. It's also fun. How many others of their colleagues, service providers or vendors do you think actually do that? Who wouldn't like to receive a call like that? Since their birthdays are only once a year, find other occasions and events that would allow you to do the same thing.

### **Secret Weapon #4**

*When you remember people, they'll remember you: One key to gain front of mind presence*

### **Show Them You're Thinking About Them**

When you get to know people, another way you can connect is to send them news articles, stories or clippings about their interests or needs. This shows you know them and you're thinking about them - which also lets them know they're important. People like to associate with people who make them feel important and if they're in a client relationship, they naturally want to do business with people who treat them as important clients.

You can send a simple note with the article such as, "Hey Joe - Saw this article that dealt with what we were talking about (or where you're trying to take the company.) I thought it might be interesting to you. Hope it's helpful." And just sign your name.

It lets them know that you're thinking about them. Not only are you sending them *something*, you're sending them articles and items that might be helpful and that pertain to what they're doing and where they're at. It shows you know them and are paying attention - that they and their success really matter and it's important to you to help them. That's a great way to connect personally.

**Attorneys Special Report**  
**Discover 7 Simple Steps to Double or Triple (or more)**  
**Your Referrals, Clients & Revenues**  
**Even if . . . You Don't Have Any Marketing Budget**

## **Secret Weapon #5**

*Talk is cheap, so "buy" lots and lots of it*

### **Cultivate a Commitment to Communicate**

This secret weapon has three different explosive devices. Using any one consistently should generate great results. Applying all three should be like adding rocket fuel to your latte - look out!

These next three tips are some of the best kept secrets. They will not only help you to find out what your customers want, but why they want it, what they're doing and why they're doing it. Best of all, it will help prepare them to eagerly refer more business to you.

One is when you talk to them, explore what problems they're having. Identify which problems you might be able to help them solve (can you spell "more business"?) or that you might be able to refer them to someone in your network that could do a great job to help them solve the problem (how about "more trust"?).

Another way to do it is to approach your customer, let's say his name is Joe and say something to the effect of, "Hey Joe, as one of my most important customers, what are some things I could do for you that would be so different, unusual or so overwhelming that you'd actually feel compelled to tell your colleagues and associates about me? I really want to know so I can do an even better job for you."

**Attorneys Special Report**  
**Discover 7 Simple Steps to Double or Triple (or more)**  
**Your Referrals, Clients & Revenues**  
**Even if . . . You Don't Have Any Marketing Budget**

What this tells (Joe) your clients that you use this with is ... that they matter, that their opinion matters, that you're looking for more business. Too often, especially with professional service providers, business owners want to impress their clients that they're busy so they think they've got a good practice going.

But that can also backfire by "suggesting" to clients that they shouldn't give you referrals as they think you may not have room for more customers, or you won't have time for them.

This device lets them know you ARE looking for business. And it also lets them know that you just don't expect it and take it for granted, that you want to do more than "earn it", as so many people casually and meaninglessly assert. You want to actually treat them so outstandingly and provide service that's so overwhelming that they feel a need to refer it to you so that others can receive the same thing.

The third explosive device along those lines would be to give your customers an opportunity to be heroes to their clients, their associates, their contacts - to their Rolodex and network - by referring you to them. Ask yourself this question: "What can I do differently that would make it easy for my customers to be heroes by referring their network to me for my services or products"?

These personal networks are the prized currency in business building today. People have made fortunes, on the internet and in traditional sales, by being introduced to a well-established, carefully built and cultivated "network".

**Attorneys Special Report**  
**Discover 7 Simple Steps to Double or Triple (or more)**  
**Your Referrals, Clients & Revenues**  
**Even if . . . You Don't Have Any Marketing Budget**

I've observed that people will guard their "Rolodex", or network, with more ferocity than they'll guard their virtue. Think about it - your network represents your future, your opportunity, your hopes and some serious strategic positioning. Getting back to an example, let me use a restaurant. I'm sure this has happened to you. Have you ever gone to a new restaurant for the first time and the food, the service or the atmosphere were so unbelievably outstanding or everything was just perfect? It doesn't have to be fancy or expensive. It could be a place where it's just too much fun.

When you've gone to a place like that and everything is so unbelievably outstanding, didn't you immediately think of when you could come back --- and who you could bring with you? Why did you do that? Right - you wanted to be a hero.

You wanted to stand out for a great find, something of huge value, something that is new and different. Something that is beyond the norm of what your contacts or friends or colleagues would be experiencing. You wanted the chance to be the hero that turned them on to that place.

Now, you need to do things that would give your customers and clients a chance to be a hero with their network and their contacts and cause them to have a desire, their own desire (you're not even having to ask them) that they want to refer business to you. And they want to let people experience the same thing that they're experiencing with you.

You want to turn them on enough to feel like they need to turn their network on to you.

**Attorneys Special Report**  
**Discover 7 Simple Steps to Double or Triple (or more)**  
**Your Referrals, Clients & Revenues**  
**Even if . . . You Don't Have Any Marketing Budget**

Wow, would that be awesome? It's doable. I know it is doable because I have clients that have done that. Keep in mind some research shows that one customer well taken care of could be more valuable than \$10,000 worth of advertising.

When you consider the non-existent to minimal cost of communicating as we're discussing, that kind of value is an infinite return on investment. The customers you give that outstanding service to, and wow them, will get you more sales and more customers.

Remember, if you take fantastic care of your customers, they will gladly open doors for you that you could never open by yourself.

### **Secret Weapon #6**

*Are you wearing a designer label? The importance of designing your label*

### **Branding**

There's an old adage in estate tax planning that says if you don't provide your own last will and testament, that when you die the state will provide one for you. But you probably won't like it.

Well, the same thing is absolutely true with regard to your brand - your business name, your reputation, your image and your appeal. If you don't consciously brand yourself or watch what brand you demonstrate you are, then others - the marketplace, your customers and prospects, or your competitors - will do it for you. But you probably won't like it.

**Attorneys Special Report**  
**Discover 7 Simple Steps to Double or Triple (or more)**  
**Your Referrals, Clients & Revenues**  
**Even if . . . . You Don't Have Any Marketing Budget**

Not only might you not like it, it might cost you plenty. I'm not saying that you should go out and hire a branding consultant, although many people do. What I am suggesting and strongly urging you to do is understand the fact that branding is happening everyday and with every customer interaction. You need to plan ahead of time to define and design your proactive responses so you're not caught reacting and making things worse.

You need to ask "How am I branding myself"? "What brand am I creating"? What brand are you showing that you are in your daily interaction with people - customers, prospects, friends, potential referral sources? You are branding yourself every day in every instance. You are.

### **Secret Weapon #7**

*The most important people in the world pass through your doors.....even before your customers*

### **Unleashing Your Employees**

The seventh secret that I want you to unleash is the impact of your employees. ***Your employees*** are your most important customers. Because they impact - they ***either impress or distress*** - all of ***your paying customers***. How do you treat them? Do you treat them well? Do you treat them like they're valuable to you?

They're the ones that take care of ***YOUR*** customers or clients. Your employees will unconsciously communicate volumes to your clients of whether you want them to come back, whether you value your clients and whether you keep your promises - implied and explicit. It's critical because they communicate all that without even knowing it.

**Attorneys Special Report**  
**Discover 7 Simple Steps to Double or Triple (or more)**  
**Your Referrals, Clients & Revenues**  
**Even if . . . You Don't Have Any Marketing Budget**

Without going into all the details of it here, let me share that I had a surprisingly great experience with a company's employees. Their customer service, the way they treated their employees and the authority they gave them that empowered them to really take care of business - and more particularly, to really take care of their customers - converted me instantly into a raving fan.

And I did in fact become a raving word of mouth maniac for them. I made it my mission to tell everyone I could - clients and friends. Do you see? They made it easy for me to be a hero and I was excited and eager to open up my network to them. The most interesting thing of all was that prior to that day, I had never even heard of this company!

Now, let me ask you a couple of questions. If things aren't the way you want them to be with regard to your sales and business growth, if you're losing money or you're leaving too much on the table, are you going to keep doing what you've been doing? Won't that ensure that you're going to keep getting what you've been getting?

Or will you take decisive action to really evaluate what you've been doing, even getting help if needed, to create a roadmap and an action plan for massively improved success?

You know this economy has been a difficult one for many people, perhaps for you, and for many of your customers and clients. **Here's one more secret: although you cannot control the marketplace, you can absolutely control your place in the market.**

**Attorneys Special Report**  
**Discover 7 Simple Steps to Double or Triple (or more)**  
**Your Referrals, Clients & Revenues**  
**Even if . . . . You Don't Have Any Marketing Budget**

Don't let your hidden weapons of mass promotion stay buried right under your nose. Launch them. Put them into play. Remember, satisfied customers never refer you any business. By definition, they're just satisfied. It's the "wowed" customers that send you business. It's the wowed customers that will help you grow, that will become massive raving word of mouth maniac marketing promoters for you.

Take the needed action. Build those power relationships. Launch those hidden weapons of mass promotion. Do it starting today - and watch your income and your business explode!

Here's a quick recap for your reminder:

- 1. Killer Service and Value**
- 2. Give People a Reason to Buy and Refer Like Crazy**
- 3. Connecting**
- 4. Show Them You're Thinking About Them**
- 5. Cultivate a Commitment to Communicate**
- 6. Branding - Design Your Label**
- 7. Unleashing Your Employees**

The next important step is to:

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**Discover 7 Simple Steps to Double or Triple (or more)**  
**Your Referrals, Clients & Revenues**  
**Even if . . . . You Don't Have Any Marketing Budget**

Get familiar with these strategies, incorporate them into your ongoing action planning, and practice them consistently. Some of them may be a little outside of your current comfort zone. If so, think of the no cost, great results they can generate for you, and how much more of a marketing mindset you'll develop and how much more quickly both you and your business will grow as you gain the ability to become more comfortable doing the uncomfortable. If you don't think you have time to implement some of these, better think again. In today's marketplace, you don't have time not to. Here's to your success!

## **Special Offer**

- Would you like a much more detailed explanation of each of these 7 launch strategies?
- Do you want multiple detailed examples that you'd be free to copy and immediately start using to accelerate your own results?
- Want to learn how to leverage these weapons of mass promotion for bigger success?
- Would you love some scripting, role-play and "what if" scenarios?
- How about a special bonus section identifying 3 specific mine fields to avoid so you don't repel prospects and customers?

....then you'll want to get "Unleash Your Hidden Weapons of Mass Promotion" - the book with pages and pages of success getting details, examples and tips. See what they're saying. . . .

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*"This book shows you practical, proven methods, techniques, tips and tricks to attract a steady stream of qualified customers - faster, easier and cheaper than ever before."*

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