GROWING YOUR PRACTICE: THE SECRET TO GETTING MORE OF THE RIGHT CLIENTS
MARY ELLEN HICKMAN, MBA
Founder + Marketing Strategist

20+ YEARS IN MARKETING + BRAND MANAGEMENT

BROAD RANGE OF EXPERIENCE
• Advertising, consumer research, business analysis, revenue forecasting
• New business and brand launch in US and overseas
• Launch and led 3 businesses

MBA FROM TOP-TIER SCHOOL

ADJUNCT PROFESSOR OF MARKETING
GET MORE OF THE RIGHT CLIENTS

OUR PATH

STEP 1:
Identify the right clients

STEP 2:
Determine the best sources of those clients

STEP 3:
Get more of the right clients

STEP 4:
Choose to expand – or not
YOUR OBJECTIVES

Why did you choose to attend today?
What do you want to get out of today’s session?
STEP 1: Identify the right clients

1. WHO NEEDS YOUR SERVICES

2. WHO VALUES YOUR SERVICES
   • Who is willing to pay?
   • Who is willing to pay YOUR price?

3. WHO IS ABLE TO PAY

4. WHO IS EASY TO PERSUADE

5. WHO IS EASY TO WORK WITH
STEP 2: Determine the best sources

1. Sort clients by revenue
2. List the source of each client
3. Identify the pattern
   - Focus on your best clients
4. Find the opportunities
POSSIBLE SOURCES OF BUSINESS

List ‘em.
STEP 2: Determine the best sources

1. Sort clients by revenue
2. List the source of each client
3. Identify the pattern
   - Focus on your best clients
4. Find the opportunities
JUST STARTING UP?

• Ask at the bar association: What tend to be the best sources of referrals for my area of law?
• Identify the event or trigger: What causes your best clients to need your services? Who else do they work with, before they need you?
STEP 3:
Get more of the right clients

1. FOCUS ON THE BEST SOURCES
2. INCREASE CONSISTENCY
3. INCREASE FREQUENCY
4. SET CLEAR OBJECTIVES
5. CHANGE THE CONVERSATION
CHANGE THE CONVERSATION

• Change the focus
• Change the content
STEP 4: Choose to expand – or not

1. CHECK YOUR NUMBERS
   - Do you need more business?
   - Can you handle more business?

2. ASSESS THE RISK
   - What happens if your key source of business goes away?

3. MAKE A PLAN
Q&A

MARY ELLEN HICKMAN, MBA

HICKMAN CONSULTING PARTNERS
MARKETING STRATEGY FOR GROWTH

growth@hickman-partners.com

RESOURCES: