

# Marketing your practice

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# Disclosures

- ▶ Speaker has no disclosures

# Competitive Marketplace

- ▶ As of December 31, 2015, there were over 97,000 attorneys licensed to practice in NJ
- ▶ NJ is #7 in nation for number of admitted attorneys
- ▶ 1 attorney / 92 NJ residents
- ▶ Nearly 16% were admitted after 2010
- ▶ Nearly 33% of all admitted attorneys are 39 or under

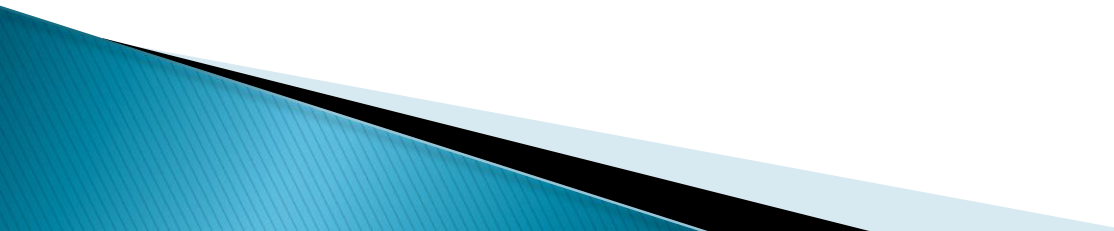
2015 Annual Report of the State Office of Attorney Ethics



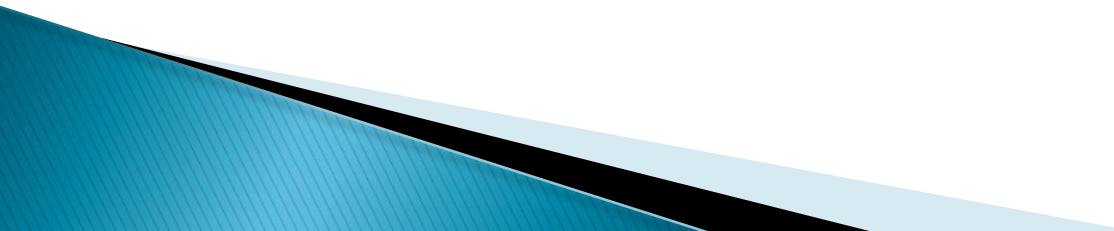
# Competitive Marketplace cont.

- ▶ Close to 40 percent of the attorneys admitted in New Jersey have private practices
- ▶ Over 50% work in a firm with fewer than six attorneys
- ▶ Approximately 30% of attorneys in private practice are associates, 30% are shareholders, and 30% are solo practitioners

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# General Principles

- ▶ Identifying a client base
  - ▶ Building relationships
  - ▶ Accessibility
  - ▶ Realistic expectations
  - ▶ Cross Marketing
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# General Principles cont.

- ▶ Identifying a client base
  - Niche services
  - Utilizing your background/ education/experiences
  - Catering to specialized needs
  - Professional, Business, Personal Services
  - Special characterizations of potential client population
- ▶ Building relationships
  - Leadership positions in organizations
  - Seminars/ speaking opportunities
  - Individual relationships

# General Principles cont.

- ▶ **Accessibility**
  - Establishing chain of communication (secretary, paralegal, colleagues)
  - Cell phones?
  - Oversight on matters in other practice areas
- ▶ **Realistic expectations**
  - Process (e.g. timelines)
  - Outcomes
  - Fees

# General Principles cont.

- ▶ Cross Marketing
  - Being aware of new issues
  - Knowing what others do
  - Being proactive



# Common Client Complaints

- 1. Cost and billing**
- 2. Lack of response**
- 3. Ineffectiveness**
- 4. Not understanding the client's needs**
- 5. Conflict with one of the attorneys or staff**

<http://lawmarketing.com/the-top-five-reasons-why-clients-leave-and-how-you-can-prevent-it/>

