

THE LINKEDIN PROSPECTING GUIDE FOR SOLICITORS

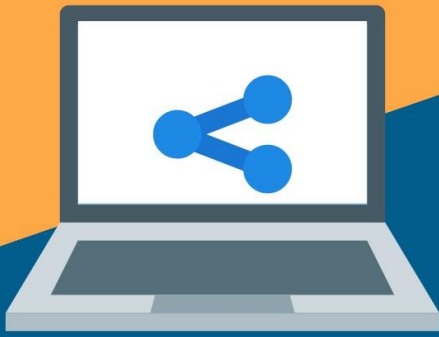
The LinkedIn Prospecting Guide For Solicitors

LinkedIn is an excellent resource for all solicitors, although I would go as far as to say it is a vital resource for solicitors selling Business to Business Legal Services.

It is a cost effective (free) way of connecting with your prospects, old clients and existing clients and then keeping in touch with them and expanding your network by regularly posting to the platform.

My advised system for you to follow to make the most of LinkedIn is this:

1. Ensure that your profile is as complete as possible;
2. Connect with former clients;
3. Connect with every new prospect that you speak with whilst on the telephone with them (whether they instruct you or not);
4. Connect with other potential clients who fit your 'ideal client' profile; and
5. Post consistently to LinkedIn (once a week/fortnight as a minimum).



THE LINKEDIN PROSPECTING GUIDE FOR SOLICITORS

1. Your LinkedIn Profile

It is important to ensure that your profile is as complete as possible for two reasons:

1. So that people know exactly how you can help them; and
2. So that LinkedIn can put you in the search results when someone is looking for the services that you provide.

Let me now highlight the key parts of your profile.

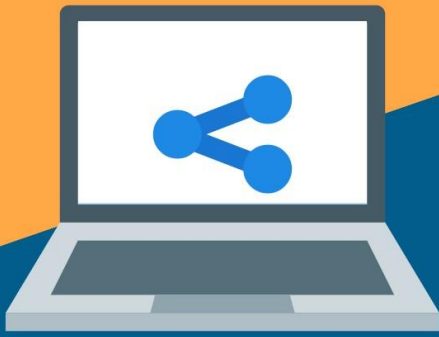
The screenshot shows a LinkedIn profile header for Samson Consulting. The header includes the company logo, contact information, and a profile picture. Red numbers 1 through 6 are overlaid on the image to highlight specific elements:

- 1: Edit icon in the top right corner.
- 2: Profile picture.
- 3: First Name field (containing 'Nick').
- 4: Last Name field (containing 'Jervis (Solicitor, non-practising)').
- 5: Headline field (containing 'Author - The Law Firm Growth Formula. Working with Solicitors to grow their law firms, their profits and their time off.').
- 6: Current Position dropdown menu (containing 'Solicitor (non-practising) Samson Consulting Limited at SAMSON CONSULTING LIMITED').

1.1. Your Header Image

In my case I have used my website header image. It is another opportunity for you to personalise your profile and ensure people know what you do, so you should use it.

1.2. Your Photograph



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Nothing is truer than the statement “People buy people”. LinkedIn is an online networking tool, so what can be more important than a photograph?

I can tell you, if someone asks to connect with me without a photograph, unless they are a client who I will soon share this guide with, I will not accept their request.

You must have a clean photograph.

1.3 & 1.4. Your Name

If you have any letters after your name, or qualifications, you can add these here. On my profile I have deliberately added “Solicitor, non-practising” because this gives me credibility for solicitors – my target audience.

For you, you might simply add the word Solicitor, or anything else you would like people to know about you whilst they are looking at your profile.

1.5. Your Professional Headline

This is arguably the most important part of what you do.

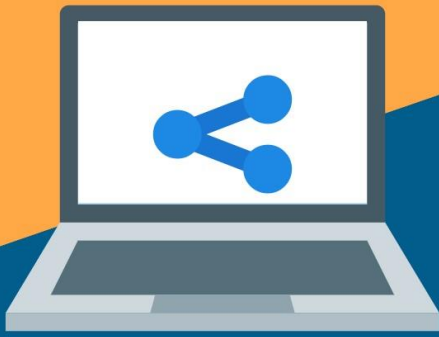
Depending what you are trying to do with your profile, there are two ways to go:

1. As I have done – use it to prove credibility so that more people are likely to connect with you; or
2. Use my three pronged approach:
 - a. Who do you work with;
 - b. What do you do for them; then
 - c. Prove it.

For example a business solicitor might say “I work with start up technology businesses to ensure there business IP is protected so that they can focus on growing their sales.”

1.6. Current Position

This will be your law firm, but as you will notice with my entry, it is another opportunity for you to emphasise any important factors.



THE LINKEDIN PROSPECTING GUIDE FOR SOLICITORS

Show education in my intro

7

Education

College Of Law Guildford

[Add new education](#)

Country/Region *

8

ZIP code

United Kingdom

BS20 7AN

Locations within this area

Bristol, Bristol, United Kingdom

Industry *

9

Marketing & Advertising

1.7. Education

I have chosen to list my Education in my profile because again it emphasises my legal stature, but generally unless your education would connect you with good clients, you can leave this part empty.

1.8. Location

This needs to be accurate as it will ensure that you show up when people are looking on LinkedIn for local connections.

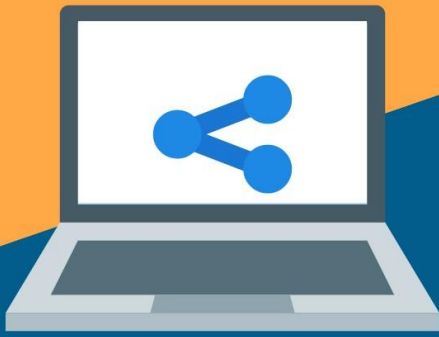
1.9. Industry

Choose Legal Services.

Contact info

Profile URL, Websites, Phone, Email, Twitter, Birthday, WeChat ID

10



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1.10. Contact info

Select the pencil to bring up website and other details as below:

Profile URL

[linkedin.com/in/nickjervis](https://www.linkedin.com/in/nickjervis) 

11

Website URL

12

Type (Other)

[Remove website](#)

Website URL

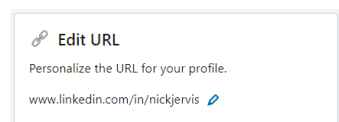
Type (Other)

[Remove website](#)

[+ Add website](#)

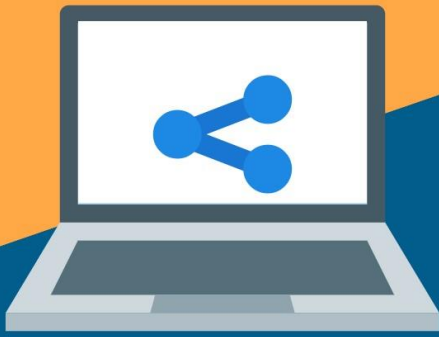
1.11. Your Profile URL

This is your chance to customise your profile URL if it is not a good one. Click the blue up arrow and change the address until you find a unique one and you are happy with it. My apologies to the other Nick Jervis' out there – I got there first!



1.12. Website

Ensure you add your website address. It is another link to your website which will do no harm with Google. I have added “Other” as type of website because it gives me a chance to say what



THE LINKEDIN PROSPECTING GUIDE FOR SOLICITORS

the website does (limited characters) which you don't receive if you choose "Company". If you have more than one website you can add others here by clicking the 'Add Website' link.

Phone **13**

Address **14**

Email address **15**
njervis@samsonconsulting.co.uk

Twitter **16**

[+ Add instant messenger](#)

Birthday **17**

[Birthday visible to: Your network](#)

1.13. Telephone number

Add your business telephone number.

1.14. Address

Add your address so that you can be found when someone is searching locally on LinkedIn.

1.15. Your Email

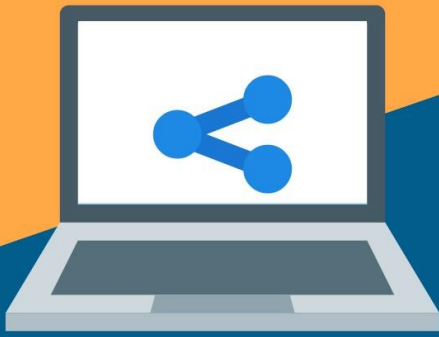
This is the email address that you signed up with. Ideally it is your business one too.

1.16. Social Media

Add any of your social media account details here.

1.17. Birthday

If you want to be bombarded by messages from complete strangers on LinkedIn, add your birthday here. By the way, I like Australian Shiraz, Cognac and Superyachts (just in case).



THE LINKEDIN PROSPECTING GUIDE FOR SOLICITORS

Summary

18

Nick is known as the fast growth marketing consultant to UK law firms and regularly dispenses marketing advice to thousands of solicitors all over the country.

Having worked in the legal world for over 25 years, initially as a solicitor and since 2003 as a consultant to law firm owners, he has a unique insight into what it takes to rapidly and profitably grow a law firm.

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload

Link

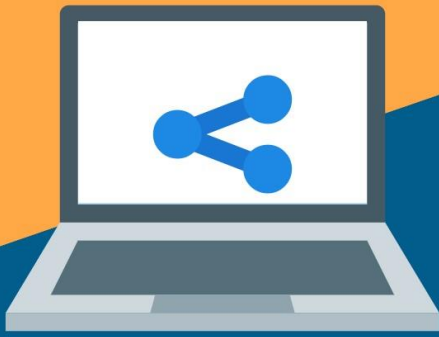
19

1.18. Summary

This is your chance to really sell your expertise.

You should include your areas of expertise, the types of clients that you work best with and even some reviews from clients.

Remember that you are keen to use LinkedIn to show people that you are an expert in this field and so that more of your ideal clients come your way, so you need to explain who those clients are.



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2. Connect With Former Clients

It is now time to build your connections on LinkedIn (to start networking).

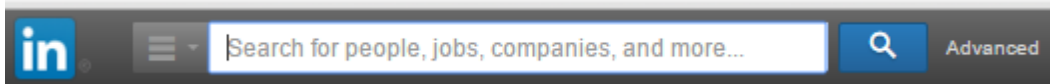
2.1 Find Existing Contacts

I suggest that you start connecting with your best clients as a first part of this process.

Here are the good reasons to do so:

1. It will allow you to be seen by their contacts who might also be perfect clients for you;
2. You can see which groups they belong to which you might also want to join (see 2.3 below).

To connect with your clients simply head to the search box shown below and start typing in their names:



The reason that I suggested that you do not allow LinkedIn to head off and build your contact list for you is that it would simply link you to everyone. You have a chance on LinkedIn to be more selective and to connect with only your best clients and contacts, hence the manual way of doing this.

Once you find the contact you are looking for, select their name and then click the big blue “Connect” button when you will be presented with this box:

Invite Gerard to connect on LinkedIn

How do you know Gerard?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Gerard

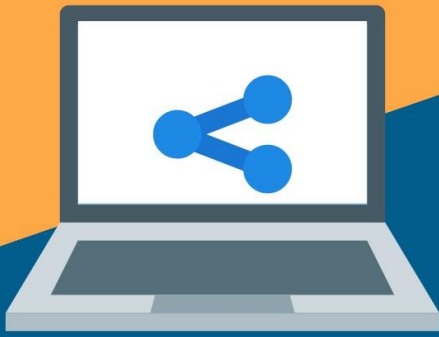
Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Nick Jervis (Solicitor, non-practising)

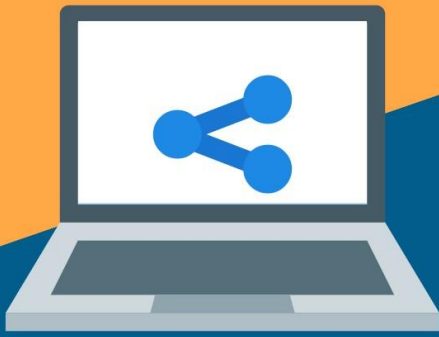
Important: Only invite people you know well and who know you. Find out why.

[Send Invitation](#) or [Cancel](#)



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I usually select “We’ve done business together” and then you can personalise your note and send the invitation. It is a good idea to include a personal note if you have not been in touch with them for some time to remind them how you met “Eg We worked together when I was with ABC solicitors” etc.

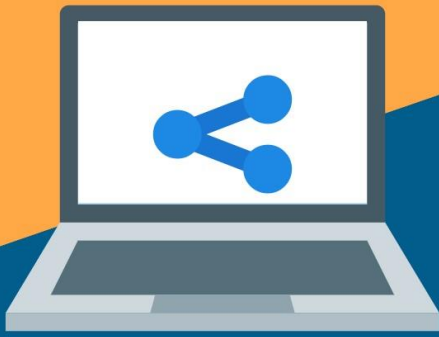


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3. Connect With Every Prospect That You Speak With

Now that you have a decent profile, ensure that you connect with every prospect that you speak with and every potential referrer that you meet on LinkedIn.

This way, even if they do not instruct you on this occasion, when you operate my “Consistent Posting” policy you give yourself every opportunity of them returning to you in the future.



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4. Connect With Other Good Prospects

There are two ways of finding and connecting with other good prospects:

1. Searching for them; and
2. Groups

4.1. Searching for prospects

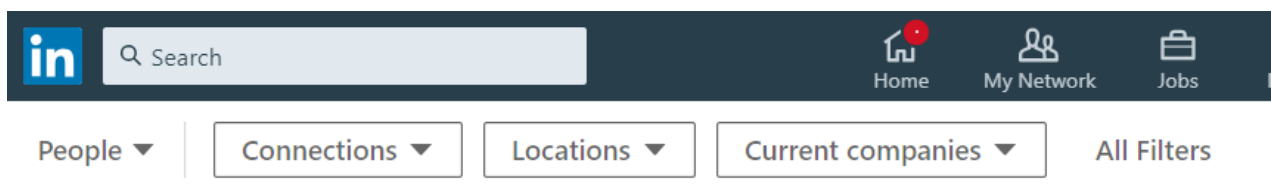
If you work well with a type of business or professional service, you can find more of them by looking for them.

For example, if your perfect clients are property developers or estate agents, you can find others like them and connect with them.

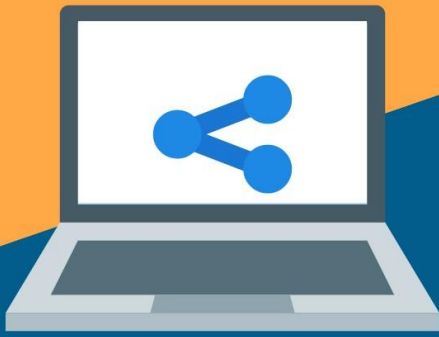
The reason that this guide is in this particular order is that you can only connect with people who are connected with someone you already know (these are called 2nd tier connections).

Let me walk you through a search so that you can see this in action.

First, I choose to search People from the top search bar on LinkedIn:



I then select “All Filters” so that I can narrow my search:



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All people filters

Clear

Connections

- 1st
- 2nd
- 3rd+

Connections of

Add connection of

Locations

Add a location

- United Kingdom
- Bristol, United Kingdom
- United States
- London, United Kingdom
- Manchester, United Kingdom

Current companies

Add a current company

- Prysm Group
- University of the West of England
- Burges Salmon LLP
- Lloyds Banking Group
- DAC Beachcroft LLP

Past companies

Add a previous company

- PwC
- RBS
- IBM
- Lloyds Banking Group
- EY

Industries

Add an industry

- Marketing & Advertising
- Law Practice
- Staffing & Recruiting
- Information Technology & Services
- Financial Services

You can see you can really refine your search. In my case I selected “Law Practice” and “Sole Practitioner” in the search bar then this is one of the first results:

The screenshot shows the LinkedIn search interface. The search bar contains 'Sole Practitioner'. The navigation bar includes Home, My Network, Jobs, and Messaging. Below the search bar, filters are applied: 'People', 'Law Practice', '2nd', 'Locations', 'Current companies', and 'All Filters'. A banner at the top of the results area reads 'Held back by legal IT? - 450 progressive law firms in UK use SOS Connect. See der'. Below this, it says 'Showing 475 results'. The first result is a profile for a 'Sole Practitioner' with a '2nd' connection level. The profile name and details are redacted with black boxes. A 'Connect' button is visible next to the profile. Below the profile, it says 'Current: Sole Practitioner at [redacted]' and 'and 7 other shared connections'.



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I have blocked out the personal details, but you can see that I share 8 connections with this person, so as I am a 2nd tier connection I can now hit the Connect button.

I recommend that you add a diary note to do this search at least once a month to grow your network of potential future clients.

4.2. Groups

Now that you have a good profile on LinkedIn and are visible to the world, it is time for you to start using it to actively look for more prospects.

Groups are the place to do this.

What is a Group?

If you do not know how Groups work on LinkedIn the best thing to do is to see one of them in action. One of the more active legal ones on LinkedIn is the Law Society Gazette which is full mainly of solicitors talking about issues affecting the legal profession.

It is definitely one you should join if you are not already a member as you can see how the group format works.

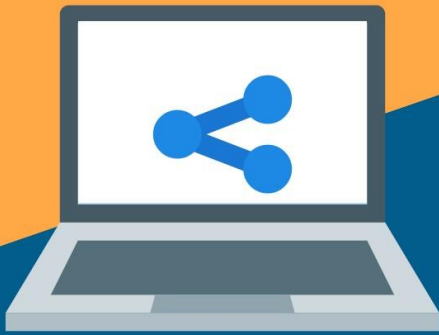
Back to the LinkedIn Law Gazette Group; I see this as having three main benefits for you if you have not been an active group member up to this point:

1. You can see how a group works in a profession that you know well;
2. You can see how not to behave in a group; and
3. You can strike up connections with active group members who do not compete with you but who could refer clients to you.

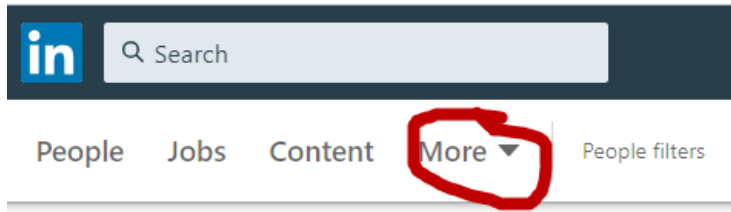
The first point is just to spend a few days following one or two conversations and seeing how they develop.

To do this, first join the Group.

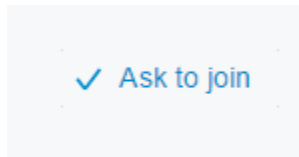
Head to the LinkedIn Search bar at the top of LinkedIn and click the drop down box highlighted by the circle below and select Groups:



THE LINKEDIN PROSPECTING GUIDE FOR SOLICITORS



This allows you to choose to search only Groups. Enter “Law Gazette” into the search bar and you will see the Law Society Gazette group. Click the link to look at the group, then near the top right of the screen you will see this option:



Click “Ask to join” and you will be added to the group; either instantly or after approval from the Group Administrator. The reason that it is important to have a personal profile with a few contacts and endorsements is that often the Group Administrator will look at your profile to see if you are a suitable ‘fit’. If you have no connections when you ask to join a Group LinkedIn actively warns the Administrator that you look suspicious, so you do need some contacts and a half decent profile before you rush off to join groups.

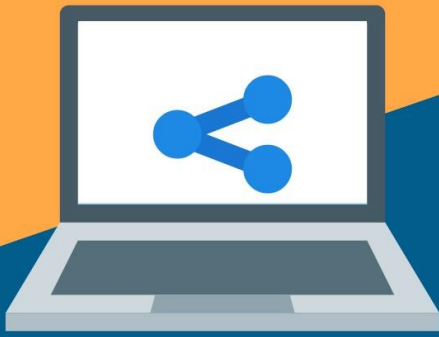
[4.2.1. Finding Groups To Help You Market Your Firm](#)

You should now look for Groups which might contain your perfect clients. There are several ways to do this:

1. Use the Group Search Facility I mention above to look for Groups;
2. Find your best existing clients on LinkedIn and see which Groups they belong to and see if there are any common Groups or themes. If your existing perfect clients are members it is highly likely that other potential clients will also be members;
3. Find people you know who you would really like to be clients or referrers of your firm and see which Groups they belong to as in 2; and
4. Search by the nature of your legal service or the problem it solves (see some examples below):

Business Solicitor – Start up/Fast Growth etc

Conveyancing – Property development/General property



THE LINKEDIN PROSPECTING GUIDE FOR SOLICITORS

Employment Solicitor – HR related searches (as you search LinkedIn recommends “Groups About Human Resources”)

Family – Divorce Advice/help (there is a group called Divorce Advice).

Franchise Law – Lots of Franchise related groups

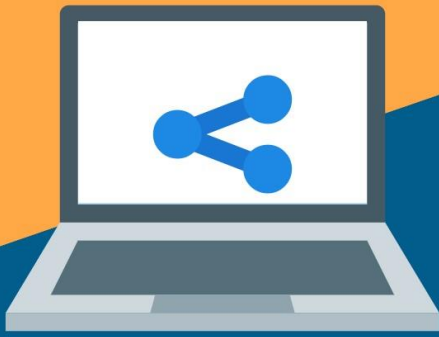
Personal Injury – Safety/Accidents/Workplace Safety/Charities connected to your area of expertise

Probate – Probate related search terms – again lots of groups.

In no time at all you can find many Groups connected with the service you provide.

Before rushing in and joining them all, I would quickly check the following:

- Number of discussions (if only one or two and the Group is not new, it has clearly not got off the ground);
- Number of members (over 1,000 shows it is active, but a small growing group could be more useful to you if it is on the rise);



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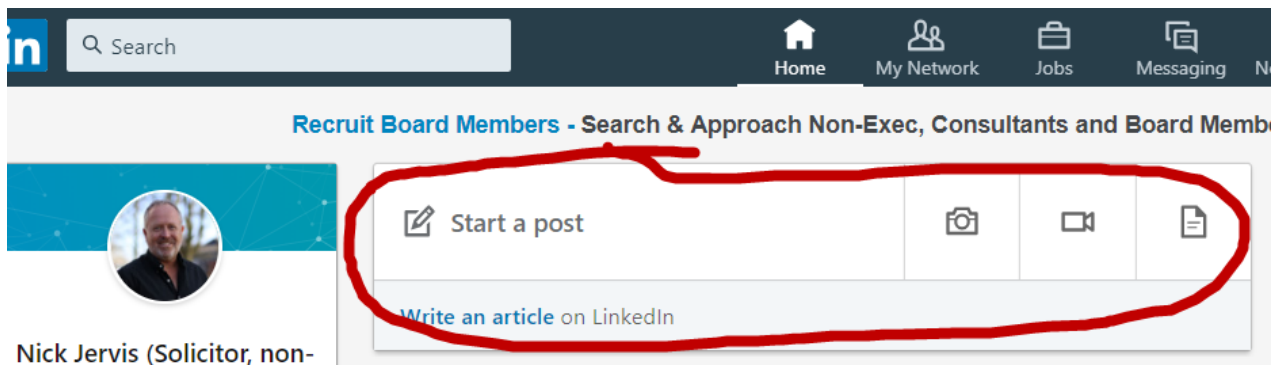
5. Post Consistently On LinkedIn

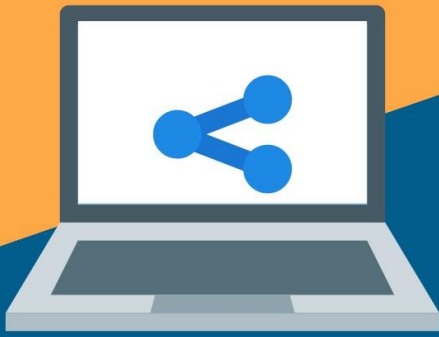
Now that you are regularly growing your connections, they need to be reminded that you exist.

The easiest way to do this is to post once a week as a bare minimum. The post does not have to be a full article, it can be any of the following:

- A comment on a topical issue related to your services (from a positive perspective on how it can be applied to help your clients);
- Mentioning the type of work that you have been completing for clients recently (so they better understand what you do); or
- Adding a link to your latest article on your website. The best way to do this is to write a headline, summarise the article, include a link to it but also ask people for their view on it. It is by getting people to comment and engage on posts that you will expand your reach.

You simply take the action in the box below once you have decided what to share:





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6. Summary

With some consistent action, not by any means back breaking, you can definitely expand your network (whilst sitting at your desk) and ensure that clients and referrers old and new never forget that you are there to help them.

If you have any questions about this guide, please email me on njervis@samsonconsulting.co.uk.

This guide is just one of the many pieces of training contained within Marketing4Solicitors, the only UK services that provides solicitors with all of the tools, resources and training that they need to grow their firm to any size that they desire.

[Click here to read all about Marketing4Solicitors:>>](#)