

How To Generate A Steady Stream Of New Clients



Nick Jervis

SOLICITOR (NON-PRACTISING)
Samson Consulting

Are You Ready To Grow Your Law Firm?

Read on to discover how you can fast track the growth of your law firm by dramatically increasing your client intake, reclaiming some time and head space from your hectic diary and finally getting back in control of the running of your law firm...

I speak with 100's of solicitors every year.

Being a law firm growth specialist, obviously, a lot of the conversations were about how they could increase their client intake to grow their turnover.

I provide each of these solicitors with the best marketing tactics to meet their growth targets and summarise the action that they need to take.



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Often, I followed up with them a few months later and discovered that one of two things had happened:

1. **They'd followed my advice**, implemented changes and seen the growth in their law firm that they were seeking; or
2. **They'd gone back to their day to day grind and failed to find the time to do anything different.**

The general challenges of running a law firm had sucked them back in and prevented them from taking action.

And, under those conditions, as the quote attributed to Einstein suggests, it'd be insanity to expect improvement.

In all cases, there had been no positive changes, and in a few cases, the firms had even gone backwards a little.

What I've learned from working with solicitors and legal service providers since 2003 is that for most of them, it isn't that they don't WANT to change their current position. Quite the opposite.

In almost all cases, it's that they just don't manage to find the time to implement the required changes.

The sad truth is that probably only 5-10% of the people I speak to under those conditions take action.

The other 90-95% don't do anything, which means that nothing improves.

The practice isn't better, the number of clients doesn't increase and so the level of income and lifestyle is compromised as a result.

But enough of the bad news. Here's the good:

Over the years, I've found that the percentage of action takers dramatically improves when an additional step is taken.

When this step is taken, the majority of solicitors can finally take action on their plan, and when that happens:

1. They generate more leads
2. They convert more clients
3. They produce more profit
4. Both themselves and the people they love can enjoy a more comfortable and easier lifestyle as a result.

So, what is this vital additional step that these solicitors take?

In truth, it's a simple one: they follow a tried and tested plan and take action consistently.

I help them to create this plan by setting out precisely what they need to do to deliver the law firm of their dreams, in what order and over which time frame.

But not only that, I also ensure that any obstacles stopping them from taking action are removed, show them where they have been wasting their money AND time and hand them a ready-made plan for them to follow to deliver the results that they are seeking.

Would You Like Me To Do The Same For You?

You, me, coffee (or tea) on a Zoom call where I get to the heart of all your challenges, as well as your goals.

During the **Steady Stream Of New Clients Meeting** we will:

- **Clarify your goals for your law firm.** We'll determine how much turnover, profit or time away from your law firm you want to create and then I will provide you with a plan to ensure that it happens.
- **Review all of your current marketing (including your website)** and tell you exactly what you need to do to make it more successful.
- **Show you how to outsource your marketing so that it happens with or without your input.** This is vital if you are serious about creating sustained growth.
- **Create your bespoke Law Firm Growth Plan**, showing you precisely what to do and when to do it to get the results that you want.
- **Identify the areas where you can reduce your existing spending** on marketing.

But, just to be crystal clear, this isn't just a 'marketing meeting'.

Since 2003 when I started my consultancy, I've used these meetings to help solicitors to deal with a wide variety of issues, from staffing to management and cash flow.

Therefore, during the time with me, I will share with you the following:

- How to reclaim control of your law firm (instead of feeling as if it is controlling you).
- How to find ‘the time’ to implement your plan.
- How to structure your week to ensure that it allows you time away from the office and time with your friends and family.
- How to motivate your senior fee earners (if you have them) and stop them from leaving your firm *without* giving away any share of your equity.
- How to make recruitment much more successful (without always paying recruitment agencies).

In addition to this, I will of course help you with any other issues that you are facing, so that you leave the meeting knowing precisely what you need to do to achieve your goals.

So many solicitors tell me that the session with me often lifts a great weight from their shoulders (and is more akin to therapy). By the time we are finished, they feel refreshed, buoyed and ready to tackle anything knowing that they have someone on their side to help them.

They go on to achieve a significant transformation, finally achieving a vision for how their law firm and their life can be dramatically improved in a relatively short period of time with the plan that I’ve created for them.

And for me, these meetings are among the most rewarding things I’ve ever done.

I love meeting solicitors who before then I have only spoken with or emailed, and I love showing them what their future can look like; then showing them how to make it happen.

Can I do the same for you too?

Your Guaranteed Investment

Your investment to reserve your Steady Stream Of New Clients meeting is just £950 + VAT and is completely guaranteed.

If you attend the meeting, receive your bespoke Law Firm Growth Plan and do not believe that you will generate at least 10 times the meeting cost in additional profit costs, I will refund you, no quibbles.

I am happy to make this offer for two reasons:

1. Having had dozens of these meetings, I know how transformational they can be for my clients, so I want to remove any fear that you might have for investing in the meeting; and
2. I am supremely confident that I will not only generate a 10 times return on investment for you but significantly more too.

It's Decision Time

If you've read this far, then you're interested, which is great.

But in my experience, the difference between people who truly make positive strides forwards in their businesses and those who don't is just one thing: action.

Now's your time to act.

Remember, your investment is fully guaranteed, so there's nothing to worry about on that front, and when you walk away from your meeting with me, you'll have everything you need to go forward and make positive changes.

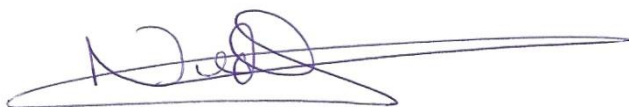
And the result?

You'll know what you need to do to get the extra clients you want AND any roadblocks in the way of you doing it will have been eliminated.

Consequently, it WILL happen, which means more clients, more revenue and more profit; which gives you more income, more freedom and a better life for you and your family.

Sound good?

All you need to do is to complete the reservation form on the next page and let's get a date in the diary!

A handwritten signature in blue ink, appearing to read 'Nick Jervis', with a long horizontal line extending to the right.

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Solicitor (non-practising)

What My Clients Say?

"We have never once regretted having Nick as our marketing consultant. He is just brilliant at thinking out of the box and making us do the same. We decided very early on that we just had to trust him because we are lawyers and not so good at selling things!

Nick is enthusiastic and extremely proactive which is infectious and makes us want to excel at attracting the clients we really want.

He is now an integral and indispensable part of our team."

Julie Glynn, Glynn Solicitors

A good website means nothing unless people see it, and that's why we turned to Nick to run our Google Ads, which quickly became a primary source of leads.

In addition to running the traffic, Nick held our hand through every element of the client attraction process, from how to communicate with leads, to how to close sales, and the impact that had on our business cannot be understated.

And that's why I will always recommend Nick to anyone who needs help with marketing –particularly legal firms: his breadth of knowledge about everything to do with sales and marketing means that he can (and does) help with every part of the picture, resulting in a stronger business than you could have imagined.

Since we've been working with Nick, we've grown quickly –back in 2013 it was just myself and my wife, and she was part-time.

Now I've got eight staff and two offices, and we've never been busier.

I can only look forward to more exciting times, working hand-in-hand with Nick to grow my practice and enjoy the fruits that come with that growth."

Paul Doran, Solicitor.

Steady Stream Of New Clients Reservation Form

To: Nick Jervis

Samson Consulting

Please scan and return, thank you.

Dear Nick,

Please reserve one of your Steady Stream meetings dates for me as soon as possible.

Preferred Date:

Signed:

Print Name:

Position:

Dated:

Practice Name: