



**SUFFOLK ACADEMY OF LAW**  
*The Educational Arm of the Suffolk County Bar Association*  
560 Wheeler Road, Hauppauge, NY 11788  
(631) 234-5588



## **PERSONAL BRANDING TO BUILD YOUR PRACTICE**

### **FACULTY**

**Marla Seiden, President – Seiden Communications, Inc.**  
**Edie Reinhardt, Principal – RDT Content Marketing**

**Thank you to Patrick McCormick, Esq., Campolo, Middleton & McCormick,  
LLP as Benefactor of this program.**

**October 4, 2017**  
**Suffolk County Bar Center, NY**

## **AGENDA**

### **PERSONAL BRANDING TO GROW YOUR PRACTICE**

**Introduction: What is a personal brand and why it's important to your legal practice (10 min)**

**Using content marketing to promote your brand and attract and retain clients (10 min)**

**Benefits and types of public speaking (5 min)**

**Expanding your reach with social media and other marketing channels (10 min)**

**How to use public speaking to grow your practice (35 min)**

**Developing an effective marketing plan (10 minutes)**

**Questions and conclusion (10 minutes)**



## **MARLA SEIDEN - PROFILE**

MARLA SEIDEN is the founder and president of Seiden Communications Inc., a presentation skills training and public relations firm for over 25 years.

She works with attorneys, CPAs, business owners and executives, coaches, health professionals and others to become confident, engaging and persuasive speakers so they attract clients and stand out as industry experts. Her clients include large, middle and small companies as well as individuals.

Marla has taught public speaking at Hofstra University School of Continuing Education and Professional Development and was an adjunct lecturer at Bergen Community College.

Featured in the book *Business Writing Today, A Practical Guide*, by Natalie Canavor as the invited specialist on Presentation Planning, Marla has also been quoted in Newsday and written several articles on how to Speak for Success.

She earned a Master's Degree in Communications from Queens College and Bachelor of Arts Degree from SUNY at Albany in Speech and English education.

A trained singer, Marla performs in community theatre. She integrates theatrical and vocal exercises into her training programs. With her extensive experience in public relations, she can help clients craft successful presentations that get results.

She is a member of the Association for Talent Development, Public Relations Professionals of Long Island, International Coaching Federation, LI and the New Hyde Park Chamber of Commerce.



## **WHO ARE YOU SPEAKING TO?**

1. What is their role in the organization? i.e., Managing Partners – CPA Firms
2. Demographics: Age, education level, men, women
3. What is their knowledge of your subject?
4. What do they want to know and need to know?
5. Why are they attending the meeting (presentation)? Is it by choice or asked to attend?
6. What is their attitude toward the subject?
7. What is the benefit of your presentation (WIIFM – What's In It For Me?)
8. What action do you want them to take?



## FINDING SPEAKING OPPORTUNITIES

- I. **Who is your ideal client or referral source?**
- II. **Identify organizations for speaking engagements**  
Industry business groups (monthly meetings, annual conferences), civic groups (Chamber of Commerce, Kiwanis, Rotary), churches, synagogues, companies – i.e., lunch and learns for staff and clients  
  
Research organizations –members, previous speakers and topics. Create a spreadsheet with name of the group, program director and contact information, when they book speakers, attendees/member profile
- III. **Directories and Speaker Bureaus**  
*Association Meeting Planners Directory* - \$849  
*Encyclopedia of Associations* – [www.galegroup.com](http://www.galegroup.com)  
*Long Island Speakers Bureau* – [www.longislandspeakersbureau.com](http://www.longislandspeakersbureau.com)  
*Speaker Zone* – Directory of speakers and topics that attract meeting planners - \$130 a year for inclusion.  
*Lois Creamer* – [bookmorebusiness.com](http://bookmorebusiness.com)
- IV. **Networking Groups**  
Find trade/community organizations where your target market hangs out.  
  
LinkedIn is a good way to research groups.  
  
When attending networking meetings, mention that you are a speaker and your topic.
- V. **As a speaker, ask attendees for referrals to additional organizations to speak .**



## SAMPLE SCRIPT: PITCHING YOUR PRESENTATION

Prepare a telephone script to use when calling the person who books speakers:

1. *“(Say Their Name) My name is \_\_\_\_\_, title and company. I am a speaker and \_(elevator speech).*
2. *“I have a popular program that I present to (target market). It’s called **Public Speaking to Grow Your Business**”*

*Do you have a couple of minutes to speak about it and see if your members would benefit from this popular seminar/program?*

*Whenever I hold this program, attendees walk away with a great deal of information to help them attract more clients. I find that many business owners are not using this powerful tool because they don’t know the technique and they’re losing out.*

*This seminar will focus on (2-3 points)*

*###*

If you engage them in conversation: Ask questions to be sure this is the right group for you? i.e., purpose of the group, size of the companies, types of businesses, number of attendees, demographics.

Offer to email promotional material about the program and your experience as a speaker.

## OVERCOMING OBJECTIONS

If they say, they’re not interested. Get to the root of their concern.

If they’re unsure: Ask what would they need to see in order to help them make their decision?

If they say, we’re booked for this year but perhaps next year. Ask when you should call back to set up the date.

If they try to get you to attend a meeting first. You can say: At one point, I would like to attend. The best way I can help members grow their business is with my presentation.



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**Sample Script – Pitching Your Presentation**

**If they say, we don't allow selling. Ask if they have had a bad experience in the past. Explain how you're different and what you would do.**

**In addition, find out the following:**

- **How long you should speak**
- **Time of event, when you will speak, how early you can arrive to set up**
- **Will a meal be served and when?**
- **Can you offer a free comp session; sell products; distribute handouts, business cards?**
- **Promotion for the event – Will they do an email blast, newsletter, press release, etc.?**
- **Location and parking**



## **FOLLOW UP EMAIL PITCH**

- Present a choice of two presentation topics with titles that are short and catchy
- Use a subtitle that focuses on the specific problem
- Describe each presentation that includes the benefits to the audience and a few bullet points that highlight the content
- Give a brief elevator speech to remind them about who you are
- Provide a few testimonials from previous speaking engagements
- Link to your website, video or audio clip
- List other groups where you've spoken
- When you will contact them to follow up





## **THE OFFER (CALL TO ACTION)**

### **What is the offer?**

#### **Suggestions:**

Complimentary consultation – enrollment conversation  
Low cost introductory session  
Free downloadable product in exchange for their contact information  
Sign up for newsletter, blog  
Register for a group workshop/seminar – free or fee  
Product: Book, CD, DVD

### **How does the offer tie in with the presentation?**

More in depth information – extension of what they learned during the presentation

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### **What are the benefits and/or results they will get from the offer?**

Share a case study of client who got great returns from the offer.

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### **Who is the offer for? Pre-qualify the attendees – who is a good fit? Who is not a good fit?**

### **Why is it a good investment?**

### **How will they receive the offer?**

Example: Consultation – how long – phone, in person, Skype

### **Is there a deadline?**

### **What is the cost?**

### **How do they register?**

### **When should you present the offer?**



## **MAXIMIZE SPEAKING ENGAGEMENTS WITH PUBLICITY**

### **Before:**

#### **Press Release**

Prepare a Press Release for appropriate publications – weekly newspapers where you reside, location of your business and the program; daily newspapers – business and community calendars

Include: Title of program, Date, Time, Location, Topic with a few bullet points

Localize the press release to the location – include in the headline and first sentence  
You can follow up with phone calls - Ask if they might run the information and when

#### **Media List**

You can obtain media guides for local press from:

Press Club of L.I. and Fair Media Council  
You can also Google the media outlets.

#### **Email the Release**

Send the release in the body of the email about 3-4 weeks before the program.  
Be sure to indicate the date in the email subject line: For (Date)

#### **Post Publicity**

Have a photo taken with you and the president/chair of the group

Prepare a release that includes: tips from the talk, quote(s) from an attendee(s), typical questions asked, boilerplate final paragraph on your organization. Attach the photo.

Send to appropriate editors/reporters who handle your topic (if daily newspaper) and editor of weekly publications. Make follow up phone calls a couple of days later to pitch it.



## **TWELVE WAYS TO ENGAGE YOUR AUDIENCE**

- **Speak in a conversational tone yet with passion and energy**
- **Think in threes – Cluster main points in threes**
- **Use simple language that your audience can easily understand**
- **Understand the power of the pause – silence**
- **Remember to use good eye contact - speak to every listener**
- **Encourage audience participation and interaction**
- **Use stories to make points**
- **Open strongly with a clear point and close strongly with a clear conclusion**
- **Avoid reading Power Point slides – use photos and limited text**
- **Use vocal variety – change your pitch, tone, pacing, volume to maintain interest, convey meaning and move the audience as you would like**
- **Know your audience – say something that they don't already know**
- **Be aware of your body language – i.e., gestures, stance, movement**

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**Edie Reinhardt, Esq., Principal**

## **RDT Content Marketing LLC**

Edie Reinhardt is Principal of RDT Content Marketing LLC, a marketing consulting firm specializing in helping professional services firms grow their business. She works with legal, accounting and financial services firms to increase their name recognition, position themselves as industry experts, and stand out from the competition.

As a former practicing attorney, Edie understands the marketing challenges of these firms and their concerns about the image they want to present. She believes strongly that educating your audience is the best way for professionals to attract and retain clients. Great content is at the core of successful marketing and she helps firms maximize their content to showcase their expertise, differentiate their brand and increase revenue.

Edie draws on her unique experience in marketing, business and publishing to offer firms strategic guidance on their marketing. Her company's services include content development, marketing plans and social media. In addition, she has a network of other marketers who provide complementary services, including website design, SEO and public relations.

Active in the industry, Edie is a board member of the Public Relations Professionals of Long Island and a member of the Social Media Association and Legal Marketing Association. In 2017, she received the *Long Island Business News Excellence in Communication Award*. Edie speaks, writes and blogs regularly, providing tips on how firms can make the most of their marketing resources.

Learn more at <https://www.rdtcontentmarketing.com/>.

Contact Edie at [ereinhardt@rdtcontentmarketing.com](mailto:ereinhardt@rdtcontentmarketing.com) or 516-398-9045.



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## WHAT'S YOUR BRAND?

- Your brand is how you are perceived in the marketplace – what you are known for; your reputation and your image. (Logos and taglines are ways to express your brand identity; they are not your brand.)
- Your brand should give you a **distinctive and positive** identity that attracts people and helps you stand out from the competition.
- Questions:
  - How do you want to be viewed?
  - What would others say about you – i.e. your strengths, your personality, your skills, your values and how it is to work with you?
  - What are your goals?

## WHAT'S YOUR UNIQUE SELLING/VALUE PROPOSITION?

- Your USP and UVP are statements about your competitive advantages and the benefits your audience can expect from working with you.
- Questions:
  - Why should someone hire/refer you over your competitors?
  - How do you bring value to your clients/referral sources?
  - What are your differentiators?
    - Drill down into your background, education, experience, interests, activities, etc. Think about why these matter to your target audience and how they help you add value to your clients and referral sources.
    - Develop a niche. For example, focus by:
      - Industry (ex. manufacturing)
      - Type of client (ex. individuals of certain age/wealth/situation; companies of certain size/stage)
      - Type/nature of services (ex. training, ADR)
      - Combination of these
    - Become an expert in an area.
      - Be very targeted. You cannot be an expert in everything.

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## 5 TIPS FOR SUCCESSFUL MARKETING

### 1- Develop a distinctive brand with a clear and unique selling/value proposition

- Focus on your differentiators – how you stand out from competitors.
- Determine what unique benefits you provide to clients and referral sources.

### 2- Know your audience

- Create a profile of your ideal client/referral source.
- Understand and speak directly to your audience's interests and pain points.

### 3- Share high quality content regularly

- Both your content and other people's content.
- Be consistent (occasionally writing and speaking isn't enough).
- Repurpose everything you do to get the *maximum value* out of your work product.

### 4- Expand your reach by using multiple marketing channels

- Leverage your website, SEO, email, social media, PR and networking (and possibly paid advertising).
- Be targeted in your promotion. Find the best marketing channels for your audience.

### 5- Have a plan

- Write it down – be specific about what audience you want to target, what steps you are going to take, set priorities and goals
- Allocate resources to it – have a budget, create schedules, assign responsibilities, delegate tasks, hold yourself and others accountable.

## Attract More Clients with Niche-Focused Marketing

By: Edie Reinhardt, Esq.

Are you worried you may lose business if you don't market to every kind of client you're capable of handling? A lot of marketing by professional services firms suffers from focusing on too broad a market. Although being more general theoretically gives you a larger potential audience, you can't really be everything to everyone and your prospects know it. In fact, a [Hinge Marketing study](#) found that the fastest-growing firms tend to be specialists in a carefully targeted niche. Why is this? What are the benefits of focusing on a niche practice? Here are 7 of them:



- 1. Differentiating your practice.** We're all suffering from information overload and offering your audience more generic services and resources won't set you apart and get you noticed. Marketing a specialty sets you apart from the competition because it forces you to clearly define what you do and what you know in a highly specific way that is different from other firms.
- 2. Fewer competitors.** There are tons of firms that say they serve business owners or high-wealth individuals or they can handle a laundry list of practice areas. So if you target your marketing message that broadly, you are going to be competing with all those firms. On the other hand, focusing on a particular industry, type of service or other niche means you have a smaller group of firms who directly compete with you.
- 3. Better quality leads.** How good are the leads you are getting? Are they truly solid prospects? Do you have a high conversion rate? Marketing yourself broadly may bring in more calls, but if they don't convert to business then it's not really helpful. Having a well-defined specialty means people have a better sense of the kind of work you do and whether your expertise is a match for what they are looking for from a firm. The ones who call you are specifically interested in your niche practice and that means they are more likely to become clients.

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**4. Becoming an expert.** Your prospects don't want a generalist; they want a specialist who understands their needs, concerns and industry/situation. By defining a niche, you can really get to know it well and showcase that expertise. Monitor the relevant developments and trends; learn the industry and the key players, influencers and competitors. The more you know about your niche, the better you can provide insightful information to your audience and position yourself as the go-to expert.

**5. Knowing your audience.** If you have a niche, you need to know who you are targeting with a lot of specificity. Who are they? Where are they? What are their challenges? Where do they turn for information? Imagine trying to understand all of this if you have a general audience. By specializing, you are in a better position to understand how to help your prospects solve their problems and make them satisfied clients.

**6. Targeting your message.** When you focus on a niche, you can develop better distribution channels for getting your message out. You know where your audience is and you can deliver the message to them. That means taking the time to join and get involved in the groups your audience is involved with, write for the publications they read, and build relationships with the influencers they trust.

**7. Maximizing resources.** If you're trying to hit everyone, you will be stretching your time and money very thin. Instead concentrate your resources on your niche. You will find it easier to leverage your marketing and content efforts. Whatever you're doing to showcase your expertise – writing, speaking, networking, search engine optimization, partnering – can all work together to help you amplify your message and get you more bang for your buck.

Still worried about losing potential clients you were qualified to handle? Marketing a niche doesn't mean you're only taking clients in that one area. And there is nothing to say you should only have one niche. The larger the firm, the more specialties you may want to have. However, keep in mind all the benefits described above and stay focused on your best niches for success.

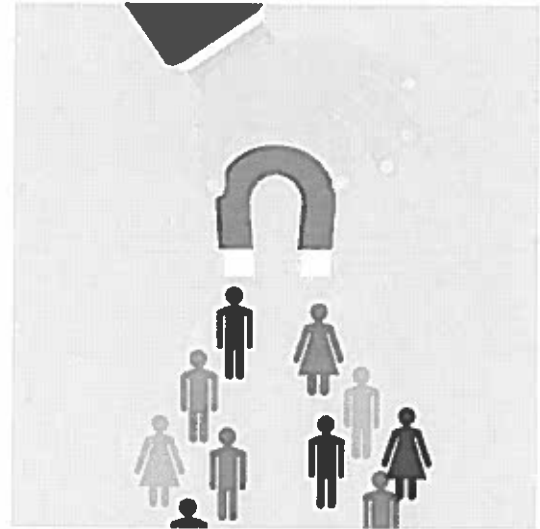


## How to Position Yourself as an “Expert” To Grow Your Practice

By: Edie Reinhardt, Esq.

How can you be seen as an “expert” people turn to for help on a particular problem? In an increasingly competitive marketplace, you need to do more than say you have “years of experience” or a “proven track record.” There are specific tactics that can help you get noticed, stay top of mind, and attract and retain clients. The key to success is consistently delivering the right message to the right audience at the right time.

You can position yourself as an expert even if you can’t use the word “expert in your marketing materials.” Here are 10 tips for positioning yourself as a go-to-resource:



**1. Know your stuff.** It’s almost too obvious to say, but you need to know what you’re talking about. Keep up on new developments and trends, understand your audience’s concerns, and develop your own insights instead of just regurgitating what other people say.

**2. Focus on a niche.** It’s a lot easier to be an expert in a very focused area. Look at where you have the most potential. Who are your best clients and what do they have in common? What is your most profitable work? Where do you have the most/least competitors? You want to carve out a specialty that will help you compete successfully. For example, there are lots of personal injury lawyers, but how many focus on motorcycles or dog bites. Many firms work with small businesses, but fewer have a niche with restaurant owners or construction companies. The point is to think narrow. Don’t try to be an expert in a broad area. It won’t work.

**3. Identify your unique value proposition.** What skills, education, experience, or background do you have to differentiate yourself? Do you have special training or an insider/outsider perspective? Are you active in relevant organizations or have key contacts? You want to look for ways to distinguish yourself and your practice from your competitors and help highlight why you are qualified to be an expert.

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**4. Create and share content.** Write and speak consistently. There are lots of options and ideally you should incorporate as many as possible – articles, blogs, newsletters, eBooks, white papers, infographics, video, radio, live events, webinars, PowerPoints, etc. The key is to deliver relevant content. And don't forget you can also share other people's content as long as your audience would find it useful. However, make sure you add your own insights. In other words, don't like just "like" an article on social media. Add a comment, raise a question, or share an experience.

**5. Think like a publisher.** Publishers know their audience and consistently produce high-quality relevant content for that audience. It doesn't matter whether you're publishing content yourself or going to a third-party; the same rules apply.

**6. Maximize your reach through owned, earned and paid channels.** Owned marketing channels refer to channels you control – i.e. your website, blogs, social media, direct mail and email. Earned channels are public relations and media opportunities. Paid channels are advertising related, including paid search, sponsored content and other outlets. Use all these ways to get your message out.

**7. Listen to and engage with your audience.** Ask for feedback from clients, prospects, referral sources and other contacts. Join groups where you can become an active participant in discussions on the issues important to your audience. Their experiences will inform your thinking and also make it more likely they will stay interested in what you're talking about.

**8. Involve employees.** Your employees can be a great resource for content ideas as well as help to disseminate your message. Often they are the ones who talk to clients about day to day matters – questions, complaints, etc. Ask them for input on what you should be writing/speaking about. Also employees can share your content via their own social media channels, which gets you in front of more people.

**9. Use social media.** Social media has a lot of great uses. First, it's a tool for listening. Monitor what your clients, prospects, industry and media outlets are discussing. You should also look at what your competitors are doing. Social media is also a distribution outlet. Promote your content via the social media channels your target audience uses. However, remember when sharing your own content you should repurpose it for each outlet. Don't post the same content in the same way for Facebook, Twitter, LinkedIn and other channels. Finally use social media to find key contacts. For example, you can mine LinkedIn to help you find people in your industry, influencers, groups, or potential clients.

**10. Cultivate relationships with other experts, organizations, influencers and media.** You are judged by the company you keep. In building relationships, it's always better to give than to receive. Reach out to individuals and groups and help them spread their message. As you build credibility with them, opportunities may arise to work with them, or get them to share your

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work with their audience. With organizations, get involved in committees and look to take on a leadership position. It is a great way to stay informed on the issues and make key connections.

Hopefully these 10 tips will put you on the path to becoming a go-to resource who attracts clients. It's not easy to position yourself as an expert, but the rewards are worth it.

## How to Create an Effective Marketing Plan

By: Edie Reinhardt, Esq.

A marketing plan is essential to successful marketing. You set goals, define your audience, determine priorities and look at where and how you should focus your resources for the most impact. As part of the planning process you also analyze your business and financial situation so you can make informed decisions about your needs and resources.



"Our marketing expansion seems a little haphazard."

Without a plan, you run the risk of spending time and money on an assortment of different tactics without a clearly defined purpose. Maybe some of those efforts will work. But what about the things that don't work, or more likely, you're not really sure what is working or could be working better. When you act without a marketing plan, you're more likely to engage in random acts of marketing, which wastes precious resources.

An effective marketing plan needs all of these

- 1. Define your strategy(ies) first.** Successful marketing requires that you have a strategy and a plan. The strategy defines your goals – what do you want to achieve and why. The plan is about how you're going to do it – what steps do you need to take to implement your strategy.
- 2. Put it in writing.** According to the [2016 B2B Content Marketing Benchmarks, Budgets, and Trends—North America](#) study of 3700 companies, "B2B marketers who have a documented content marketing strategy get better results from their content marketing tactics, social media platforms, and paid methods of content distribution compared to those without a written strategy." The study focused on content marketing, but its [good business practice](#) to put your plans in writing.
- 3. Allocate appropriate resources.** Once you know what you want to accomplish and what you need to do to get there, you have to put aside enough time, money and bodies. The [Ascend 2016 State of Digital Marketing Survey](#) found that the most significant barrier to success in digital marketing was an inadequate marketing budget. Lack of internal skills/training was

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number 2 on the list. Think about who can handle what tasks, both in terms of time and ability. Outsource if necessary. If you don't have the funds or the staff to do everything you want to do, then start with a small, simple project. Be realistic about your needs and resources otherwise your plan will go nowhere fast.

**4. Measure results.** The metrics you choose will vary depending on your goals. Think in terms of short-, mid- and long-term goals. The ultimate goal for firms is usually to grow revenue, but that takes a long time. You want some interim measurements in order to gauge your progress. For example, new business starts with new leads, which may start with increasing visibility. If you're looking at website metrics, do you want to measure growth in new visitors to your website or look at repeat visits or how much time someone spent on the site? Make sure your metrics are appropriate and you use them properly. Marketing is a process of testing, measuring and revising.

**5. Revisit your plan regularly.** It's a good practice to look at your plan annually or more often if your business has changed in some way. Consider your financial and competitive situation as well as your results to date.

Invest in creating a solid marketing plan for your business. It will be worth it.

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## **PERSONAL BRANDING TO BUILD YOUR PRACTICE**

### ***POST-SEMINAR HOMEWORK***

**Why should clients hire you (or referral sources refer you) over your competitors? List 3 ways you differentiate yourself/your firm.**

- 1.
- 2.
- 3.

**Who do you want to target with your marketing? Describe the top 3 audiences. (Be very specific and think about clients as well as referral sources.)**

- 1.
- 2.
- 3.

**What do you want to achieve with your marketing? List 3 specific goals.**

- 1.
- 2.
- 3.

**What resources are you willing to allocate to your marketing?**

**Budget? (Identify a specific dollar amount or a percentage of gross revenue)**

**Time? (Hours per week)**

**People? (Assign responsibilities; delegate tasks; assess need for outside help)**

**List 3 things you will do after this seminar to improve your marketing.**

- 1.
- 2.
- 3.