

# Expert News - The Practice-Building Newsletter for Experts

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## Marketing Brief

### Get More Business the Easy Way

Too often, experts focus on the latest and greatest method of “getting found.” “Let’s optimize the best search terms on our website, promote on LinkedIn, advertise in XYZ . . .” While these can all be valuable marketing methods of reaching new prospects, do not underestimate the value of established clients - those who have engaged you in the past.

He/she already knows you do good work and how to work with you effectively. Little promotion, or convincing, is needed. In addition to providing repeat business, a satisfied client can furnish referrals to other attorneys, sometimes in great numbers. And the cost of leveraging that client relationship is negligible.

Yet many experts fail to nurture and use previous clients to expand their practice. Why?

One reason might be complacency. “I helped attorney Jones win a big case, so he will certainly remember me and call me again when my expertise is needed.” Maybe, maybe not. Hopefully, he will, but everybody gets busy and needs reminding.

Some experts feel it would be pushy to contact former clients. That can come from the idea of “selling” oneself, which is not what we’re talking about. This is staying in touch, communicating, professional networking.

But the primary reason experts are missing potential repeat and referral business from clients is probably a combination of not comprehending the benefit, ease and low cost and not knowing how to leverage those relationships.

A surprising number of experts, when I ask whether they have a database or at least a list of former clients, reply that they do not. So that’s my first suggestion - develop a usable list, in a contact database, Excel spreadsheet, or at the very least, a written list.

Then develop a system for staying in touch, preferably up to about four times a year, but at least twice. Send a short letter enclosing an article of interest to the attorney, whether written by you or someone else; a letter, email, or professionally printed postcard announcing an event in your professional life; or a short note enclosing a clipping you found about the attorney, acknowledging or congratulating her.

Did you ever hear how the case turned out? Use it as an excuse to call the attorney and start a conversation. Invite an attorney to lunch. Look them up on LinkedIn and comment on one of their posts (not salesy, a simple “good article, thanks for sharing” would be fine).

The second easiest pool of potential business is the list of “warm prospects” - inquiring attorneys with whom an engagement did not materialize for one reason or another. You

are keeping their information in that database too, right? And don't forget opposing counsel on past cases - they have seen you work and might want you on their side next time!

-- by Rosalie Hamilton, the Expert's Expert on expert witness marketing. She consults and coaches and provides full-service marketing for experts, including web site development. She is the author of **The Expert Witness Marketing Book**

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### Quote

"Too often an expert witness becomes an advocate for the client . . . An expert's job is to inform the court . . . When experts turn into advocates, their credibility is seriously weakened and their effectiveness is severely hampered." – *Judge Julian Jacobs*

"Judges and juries love a class act. All they will remember is your tie and your attitude." – *Judge Harvey Halberstadter*

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### Expert Excerpt

#### Advice from a Seasoned Expert

Advice given to someone new to expert witnessing from an expert who's been around awhile.

If the attorney says "can" you say this or that . . . or "will" you say this or that, beware! Respond with "I'm sorry, I'm not comfortable phrasing it that way," or "I'm more comfortable saying it this way."

Remember, the attorney who hired you is not your friend. He's there to win and he only cares about that one particular case. He doesn't care about your future as an expert. If he can get you to say what he wants you to say, he will. If you are not comfortable with it, or you can't say it without going out on a limb with no basis or support for the opinion, don't under any circumstances give it just to please the attorney.

You must stand your ground - you are not in a popularity contest. Some will love you; some will hate you. That's the game. You must play by the rules if you want a long and successful career as an expert.

-- *Anonymous Expert*

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### Client Feedback

"Thanks Rosalie! My billings have more than quadrupled since revising my website according to your recommendations." - *Engineer*

"I have renewed the three listing services you recommended. As you predicted the inquiries and work have grown exponentially so that I am getting at least one call a week from all over the country. They all mention how impressive my resume is, which I attribute to your editing." - *Surgeon*

“Rosalie Hamilton is and always will be the key to the success of my expert witness business. Her insight and foresight have been the fuel that drives my connection with new clients, my analytics, my report writing and every other aspect of my business. She is the expert witness guru.” -

*Packaging Expert*

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### **Fine Print**

[Expert Communications, Inc.](#)

9090 Skillman St, #182A-350

Dallas, TX 75243

214-774-9920

meredith@expertcommunications.com

**Helping expert consultants get more clients and cases through proven-effective and legal-appropriate marketing strategies, individually customized for each expert or firm. Websites, marketing materials, advertising and listing recommendations are some of the things we do.**

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