

Reaching New Clients

The following are responses from members of the SDCBA's Law Practice Management & Marketing Section to these three questions:

1. How do you get new clients?
2. What's your best source of clients?
3. Do you have a personalized license plate?



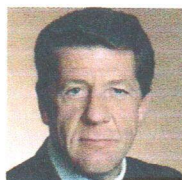
Debra Manduley-Holmes

1. I am a solo practitioner, family law attorney. I get new clients 95 percent of the time from referrals from other clients, family, friends and fellow attorneys in other practice areas. Sometimes I get new clients from people seeing me in action at court on other cases, and sometimes from my website. To get new clients as referrals, it is essential to be professional at all times, because you never know who is watching. Also, treat all your clients with the utmost respect, even those who cannot fully pay their bill or clients you must withdraw from or substitute out of the case. Even these clients will refer work to you. Lastly, charge a reasonable rate based on *these* economic times, not those of the glorious past.

2. By far, past and current clients. I have been an attorney for five years, and I could draw a "family tree" of how I obtained 95 percent of my clients through referrals from other ones.

3. No, just a regular one. But I have a license plate frame that states my alma mater, California Western School of Law.

Debra Manduley-Holmes (dmandu@sbccglobal.net) is with the Law Office of Debra Manduley-Holmes.



Marc Adelman

1. Most of my clients are either lawyers, or were referred by lawyers. There is no better way of marketing your practice than to be around or involved with other lawyers. In order to be around my colleagues, I will go to as many Minimum Continuing Legal Education (MCLE) programs as humanly possible that are even remotely related to my litigation practice. As a bonus, I always learn something new at each program. In addition, I will attend every luncheon, board, section or committee meeting I can go to. Receptions are a must-attend as well. The more people I see or connect with, the more chances I have to attract new business, see more of my colleagues and meet new friends.

2. Always follow up a meeting, conversation or greeting with an email that bears my office information and website.

3. My antique BMW has personalized California license plates that were given to me as a gift in 1984: SD AFC, which stands for San Diego America's Finest City.

Marc Adelman (adelmanmd@aol.com) is a solo practitioner.



Kevin Murphy

1. Our law firm marketing plan is very Internet-focused and utilizes social media to increase our search engine optimization and spread relevant news to potential clients and interested professionals. I believe that an online presence is essential for all attorneys, and I work very hard as co-chair of the Law Practice Management & Marketing Section to help our members learn the skills and processes required for a successful marketing campaign.

2. The Internet.

3. No, I do not have a personalized license plate... but my partner does!

Kevin Murphy (kcm@murphyjoneslaw.com) is with Murphy Jones LLP.

The Law Practice Management & Marketing Section consists of over 200 SDCBA members. The section is co-chaired by Dan Kehr (dan@kehrlaw.com), Kevin Murphy and Kyle Yaeger (key@yaegerlaw.com).