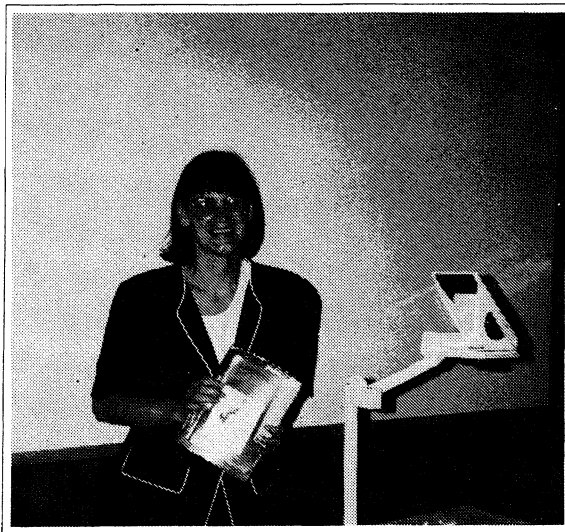


Marketing - the Commonsense Approach

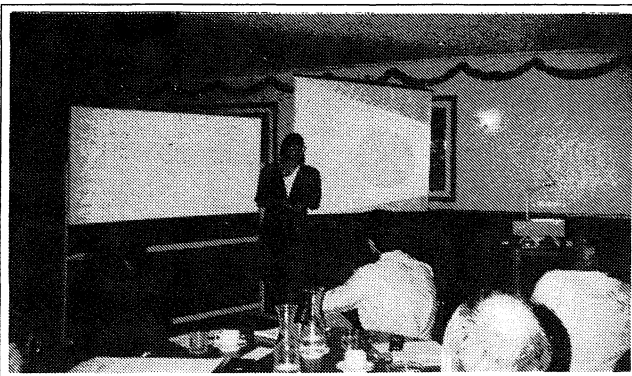
Top marketing strategist Jane Fenton presented an excellent workshop at the half-day CLE, held recently at Tuxedo Junction.



Jane Fenton at the workshop

Jane, co-author of the highly acclaimed handbook for marketing in the legal profession *The Rain Dance*, was in Darwin at the invitation of the Law Society to provide members of the profession with an insight into the difficult but necessary business of marketing legal services.

About 20 practitioners attended the CLE and feedback received indicates that the workshop was considered to be



Darwin practitioners deal with marketing

of great benefit.

Jane's emphasis was on practical, commonsense methods of attracting and maintaining clients starting with identification of who your best clients are – and you would be surprised!

During the seminar, Jane covered a range of topics such as the barriers to marketing, client expectations, effective communications with clients, getting paid, cross-selling and marketing tools. The techniques recommended are not hi-tech, costly or overly time-consuming but simply require a plan and the

commitment and understanding of each member of the organisation.

The concepts espoused would be new to many legal practitioners who are sometimes uncom-

fortable with the accepted notion of marketing and are of the belief that it is unbecoming to be seen selling oneself or one's services. Jane turns this perception on its head by showing practitioners that they must offer the client something that the client needs in a way that the client understands and would be happy to recommend to friends and family.

The marketing strategies set out in the seminar may be summed up in two words – simple and effective.

Jane Fenton's book, *The Rain Dance* is highly recommended and is available from the Law Society.



THE RAIN DANCE