

21 Ways to Grow Your Firm in 2021



The
Sassy
SOLO

Join. Even with everything virtual there are still lots of places you can meet like minded people; think business owners and other attorneys. This can lead to referrals, opportunities, and you may even learn something.

1. Find one the many Facebook attorney groups.
2. Add your email to a Bar or practice area listserv.
3. Join or start a MeetUp group.
4. Become a member of a networking group.

Get involved. Getting involved is a great way to meet others while doing something you already enjoy.

5. Volunteer, there are plenty of pro bono programs or non law related organizations that can use volunteers.
6. Write a for your local Bar's blog or other publication.
7. Look into getting involved with your local Bar's boards and committees.

Connect. There are still ways to reach out and connect with clients and colleagues in this virtual world.

8. Send a Thank You card. Whether it is to your clients or someone who sent you a referral. A handwritten Thank You goes a long way.
9. Host a virtual coffee meeting, email them a \$5 coffee gift card and set a time to meet.
10. Have a CLE watch party. Gather some colleagues and tune in to the next CLE together.
11. Create a Holiday card. Forget Christmas/Holiday/New Year cards, everyone does that pick a holiday with less traffic, Ice Cream Day, Love Your Lawyer Day, or a Happy Spring card.

Create. There are several ways to get creative and reach clients—new and old.

12. Blog, take a question you often get and blog about it. Blogging is an easy way to get your name out there.
13. Not a big writer? Try a Video or a vlog.
14. Create social media content. Like it or not social media is here to stay, figure out how to make it work for you.
15. Create resources for your clients or future clients.
16. Start a firm newsletter.
17. Create a stand out email signature.

Upgrade. Upgrading your firm or skills is a great way to grow your firm.

18. Add a new practice area. This is not a quick upgrade but if there is an area you have been looking to add, start that process, research, take CLEs, find a mentor. Get going.
19. Are your systems working for you? Do you need to upgrade your intake form? Your practice management software? Review what is working and what is not.
20. Signup for a webinar or CLE about marketing, improving writing, or firm management.
21. Update your website.