



## MARKETING YOURSELF

BY STACY WEST CLARK

# Focus on Following Up

## Getting Work From That Speech You Just Made

**Y**ou make a speech. You arrive on time, come prepared with a hand-out, don't read from your notes and use a great PowerPoint presentation. After the speech, a few guests come up to ask you a follow-up question.

Nice work! You have engaged in a marketing activity. Without doing more, will you get work from that activity? NO!

Speeches are a wonderful marketing tool if you are a great speaker, you deliver a cogent presentation, you have commanding audiovisuals, you do not give away the store in your speech, and you follow-up, follow-up, follow-up with attendees. Never think of a speech as an act you prepare for, execute and then walk away from. Instead, see every public speaking event as a specific opportunity to get new clients.

Here is a checklist of how to get the most from each speaking opportunity.

### BEFORE A SPEECH

- Ask the host/conference organizer for the invitation mailing list. If that is not possible, get the registration list with addresses.
- Try to do some amount of research on

who is coming—identify their possible legal needs and interests. Use Google, check the attendees' Web sites, and do some research on either Westlaw or LexisNexis. These are great tools to get background information on a person, company or industry.

- Armed with this information, contact invitees/registrants via letter or e-mail prior to the event and tell them you will be happy to set up a time now to meet with them after the program (*gratis*) if there are specific questions they would like to ask you involving their business. (That's right — free legal advice to allow you to start a relationship with them.)

- Find out if any reporters (business or trade press) will be covering the event and if so, contact them and give them a press release about the news/tips/developments you will be covering that could affect their readers. Agree to meet with them before or after the program. See if you can arrange a press pass for key reporters.

- If the presentation is to an industry trade group or association, contact the editor of the group's publication to see if he would like a summary of the talk for their next issue.

- Find out what the set-up of the room

will be ahead of time (podium, lectern, floor mike, aisles etc.) Find out what AV equipment you need to bring (remote mouse, speakers etc.) Arrive at the event at least one hour early. Check out the room and do a dry run with your AV aids. Test everything and bring back-up equipment.

- Before the event, practice your speech out loud. Hear how you will sound and work on transition sentences and smooth use of your PowerPoint or handouts. Ask someone to listen to you do a dry run. And, if necessary, invest in a session with a public speaking coach. They can be enormously helpful.

- Prepare a very short (and useful) hand-out. Make sure the cover is graphically in alignment with the firm's visual identity program and includes your name, phone number and e-mail address on every page. If you can, use a color printer and print each page on original second sheet firm letter-head stock.

### AT THE SPEECH

- Personally greet two or three key targets you identified and chat with them. Make plans to meet or talk in the days after the program.

- Give each attendee a very short form to fill out before you begin your presentation — asking them to identify key legal issues they are facing. It is not an evaluation form — it is a client development form. In addition to asking about each audience member's concerns on the topic of your speech, ask if he/she would like you to present a program on this or (list topics) other subjects *gratis* at their company headquarters. They should state their name, company/phone/e-mail and provide a description of their business. Consider asking them to fill this form out *before* you leave the podium. Seriously—wait while they fill the form out. This will guarantee you more responses.

- If the host organization will not provide you with an attendance list, pass around your own attendance form/legal pad or jar for attendees to put their business cards in. Have them check off a box on the attendance sheet (or attached to the jar) indicating if they would like to receive future mailings (including newsletters and seminar invitations) from the firm on key developments on this subject. With this approval, you can then add their names to the firm newsletter mailing list(s) and to your own personal mailing list.

## AFTER THE SPEECH

- Add everyone who attended your speech to your mailing list.

- Write or telephone each attendee thanking them for coming and inviting them to run an issue by you anytime. Do NOT do this by e-mail.

- Ask each attendee whether they would

like a program done at their offices on this or any other topic.

- E-mail them a note a month or so after the conference telling them about a new development or cost-saving technique that may help them more easily deal with their immigration issues/problems.

- See if the sponsoring group will put your remarks on *their* Web site.

- Meet with the sponsoring group and plan another presentation.

- Post your remarks on *your* Web site.

- Issue a press release to your hometown paper and college and law school alumni magazines about your speech. If your firm has an internal newsletter, make sure you publicize your activity in it as well. Another lawyer in the firm may not know you have expertise on the topic and may want to introduce you to one of his or her clients.

- Take the speech and shop it around to other organizations whose members might benefit from a presentation on the same topic.

- Send the speech to targeted reporters who cover the topic of your presentation. Provide them with a summary and background information to help them easily write the story (such as copies of cases and names of others they can call for quotes on the sub-

ject.). If the article is written, send reprints to clients, referrals sources and to contacts on your mailing list. Add the article to your firm's Web site.

- Turn the speech into a one-paragraph alert to all firm clients who may find it of interest.

Most importantly, follow-up with a few of the prospective clients you met with at the event. If you met with them before the event or during a break, ensure you have some kind of follow-up planned. Plan to have breakfast or lunch with them. Ask for a tour of their facilities. Invite them to a firm event.

The key here is capitalizing on the conversation you started with them at the event — and using it as a basis for starting a relationship with them.

Remember — you will get new work by starting a relationship with someone and following up with them many times during a one-year period. So plan how you will use a seminar to start a relationship and then follow-up, follow-up, follow-up.

The moral of the story is — work your participation in a speaking event. Don't speak and run. Speak and market! •

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**STACY WEST CLARK, ESQ.** *has been helping Philadelphia lawyers and law firms expand their practices for 20 years. She is a former attorney with the international law firm of Morgan, Lewis & Bockius and was its first marketing director—a position created for her in 1986 based on a proposal she made to the firm's management. She is President of Stacy Clark Marketing LLC ([www.stacyclarkmarketing.com](http://www.stacyclarkmarketing.com)).*