



5 Big-Firm Principals to Start Implementing in Your Small Firm

1. Have Your Pipeline Packed with Leads

Most smaller firms don't have a dedicated marketing team creating stellar campaigns to generate new leads. It's probably just a solo intern who posts the occasional social media update. If your firm doesn't have a mature marketing strategy already set in place, it's time to get creative. Spend more time nurturing your relationships with existing clients. You should also start identifying what your ideal new client looks like. For instance, does your law firm have a niche? Do you specialize in personal injury or workers' compensation? If so, these are the folks you want to go after. Consider hiring some freelance marketers to help jumpstart your marketing efforts.

2. Streamline Your Workflow

A smaller firm means that everyone on your team has an extra-heavy workload. Spend some time identifying how you can optimize and automate your case management workflow. There are tons of cutting-edge technologies out there that can alleviate a lot of the burden. For instance, [First Legal](#) offers litigation support, document services, and eFiling solutions. Automated tools are great for low-touch, high-volume tasks. By dealing with bottlenecks in your workflow, you can boost productivity and profits.

3. Create a Memorable Client Experience

In order to obtain new clients and retain new ones, you need to treat them to an impactful impression. Your small firm might receive numerous inquiries about your services from potential new clients every

day. However, it's imperative to know how to efficiently convert these prospects into long-term clients. From the moment a person calls your firm for an initial consultation, be sure to offer them something of value. Show empathy toward their pain points, and highlight how your unique expertise can help them win their case.

4. Know the Signs of Burnout

Burnout is a real problem that can affect associates of smaller law firms. Tight deadlines, endless meetings, and continuous work can make an employee feel stressed, helpless, exhausted, and disillusioned. To protect the well-being of your team, it's important to know the symptoms of burnout before the issue gets serious. Some signs of burnout include frequently feeling drained and tired, a sense of self-doubt or failure, feeling defeated, helpless, or trapped, frequent illnesses, loss of motivation, and coming into work late or not coming in at all. In addition to understanding the signs of burnout, it's crucial to speak to each member of your team. Having monthly check-ins can help you help them. It also shows them that you truly care.

5. Lead By Example

Leaders don't just delegate work. They also inspire their staff to do better. In order for your small firm to succeed, you need to set a good example for the rest of your crew. This means being an effective leader and offering mentoring and training to your entire team. Use annual reviews as an opportunity to give honest feedback and hone an employee's skills.