



LAW FIRM MARKETING CLUB
Resources. Insights. Research. Answers. Solutions.

**£1,000 FOR A
FULL 12-MONTHS
MEMBERSHIP
GIVING YOU
ACCESS TO
EVERYTHING**

MORE THAN JUST A PLACE TO LEARN, GROW AND SHARE.

The Law Firm Marketing Club is a community of law firms looking to 'do' better marketing.

This may be to get more clients, earn more fees, improve know-how and skills, or it may be to share and collaborate with other law firms across the UK.

We run:

- Member collaboration get togethers;
- Informative and educational webinars;
- Conduct unique research, including our annual 'What Clients Want' research; and
- Much more

We work closely with a small selection of trusted partners to ensure we can help law firms with all their marketing needs.

We want as many law firms as possible to benefit from the resources, events and expertise on offer through the Law Firm Marketing Club (LFMC). Membership has been priced reasonably to make membership attractive and affordable for law firms of all sizes.

Become a Member - Join the LFMC for just £1,000 plus VAT for 12 months membership.

This provides you and your whole firm with access to all the benefits detailed in this leaflet.

Just want to be kept 'in the know'?

Subscribe to be added to our database to receive regular emails, invitations to events and for other news. This costs nothing.

Why Join? Don't just take our word for it ...

"I am a Marketing Director who has worked in professional services for nearly 20 years and during that time I have been part of many networking and business clubs. The LFMC has been the best. Highly recommend."
Helen Freeston, Paris Smith LLP

As well as several mid-sized regional law firms, we also have smaller law firms including some 'sole-marketer' law firm members e.g., they have only 1-marketer within the firm. They tell us they join so they can be connected to and collaborate, share and learn from and with other law firm marketers, and to keep on top of latest developments.

Find out more

clare@findgetgrow.com

www.lawfirmmarketingclub.com

Membership benefits and prices are correct as at July 2021. Please refer to the website for full and up to date details of all membership benefits.

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Law Firm Marketing Club is a trading name of Find Get Grow Limited which is a limited company registered in England and Wales, registered number 10318172.

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WHAT'S INCLUDED WITH MEMBERSHIP?

- **Monthly member collaboration get togethers.** Chatham House style discussions where members share challenges, opportunities, ideas, tips and discuss specific topics, including invited expert speakers from time to time.
- **Attend and receive recordings of all our insightful webinars and podcasts** From strategic to tactical, these events cover the topics that will help you and your team to elevate your marketing, whilst supporting your learning and the development of your marketers, partners and lawyers; including your trainees & young professionals.
- **Shape what webinar topics and experts we arrange** in the future e.g. to support your development and needs.
- **Access to unique LFMC conducted research inc.:**
 - What Clients Want
 - Annual Law Firm Marketing Benchmarking
 - A Quarterly Legal Sector Market Outlook Report (who is doing what, latest trends, what is the outlook etc.)
- **Receive exclusive invitations to networking events and roundtable discussions.**
- **Exclusive member area on the LFMC website** to access additional resources, guides and checklists, plus a membership directory to enable you to connect with other members and other tools to support your marketing. *
- **A quarterly 1-hour 'conflab'** (strategic consultation) with Clare Fanner to help you make the most of your membership.
- A range of **benefits from our partners** (see below) – from training and mystery shops to SEO audits, software trials and much more.
- **Ad hoc other benefits** – from business books and socks, to pizza and coffee. We also operate a 'you ask, we will try and help' approach e.g., we have conducted research specifically at the request of members and we build the events programme around the topics our members want us to cover.

* Coming in Autumn 2021.

Partner offers for Members

- A two-week trial for Telephone Answering and Live Chat with **Money Penny**.
- A free Website Audit, free Local SEO audit and a free Social Media Webinar from **Conscious Solutions**.
- A virtual networking training session from **Consortium**.
- Media training – How to engage/make yourself of interest to the media – from **Chilli Communications**.
- Receive a Fixing Revenue, Pricing & Profit Workshop with Alex Barr.
- Get a coffee package and a virtual workshop with **amamus** on how coffee can become your secret marketing weapon.
- Receive a 90-minute session on connection & well-being (through emotional intelligence) per law firm for up to 15 people from **The EI Evolution**.
- A mystery shop for a hi-level overview of how you handle new enquiries. Conducted by Clare Yates it can be for any sector of your choice e.g., wills/probate/personal injury.
- A one-hour strategic marketing planning workshop with your team delivered by Clare Fanner from Find Get Grow.



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