



LAW FIRM MARKETING CLUB

Resources. Insights. Research. Answers. Solutions.

MEMBERSHIP

	SUBSCRIBE FREE	MONTHLY MEMBER £100 PM	ANNUAL MEMBER £1,000 PA
Access to helpful links and resources inc. blogs, tips and hints	✓	✓	✓
Access to unique LFMC conducted research inc. What clients want, need and expect; and Annual law firm benchmarking	✓	✓	✓
Attend general webinars (at least 6 p.a.)	✓	✓	✓
A two-week free extended trial for Telephone Answering and Live Chat with Moneypenny. It's usually just one week.		✓	✓
Free Website Healthcheck and a SEO Audit from Conscious Solutions		✓	✓
15% discount for the Applied Customer Experience & Emotional Intelligence course starting in Feb 2021 from Sandra Thompson.		✓	✓
A networking training session from Consortium		✓	✓
Media training - How to engage/make yourself of interest to the media - from Chilli Communications		✓	✓
Revenue review with Alex Barr – why a team isn't profitable & what do about it.		✓	✓
Attend other events including round-table discussions, expert speakers and training. See the website for the latest list of planned events (at least 8 p.a.)		✓	✓
Recordings of webinars (for events run during your membership)		✓	✓
Have a say in future events e.g. what topics and speakers		✓	✓
Receive a signed copy of Simon McCrum's book - The Perfect Legal Business if you join by 31st December 2020.		✓	✓
An invitation to participate in at least twice-yearly collaboration groups			✓
A quarterly 1-hour 'conflab' (strategic consultation) with Clare Fanner			✓
1 x delegate place at the virtual annual conference in 2021		20% discount	✓
1 x marketing campaign and messaging pack with 'plug and play' content. Choose from employment, family, private client, residential property or commercial.		20% discount	✓
What Clients Want Benchmarking Package. Research conducted with up to 100 of your clients to find out what they want. Detailed report and recommendations provided and presented to you.		20% discount	20% discount
Discount off lead generation tools to plug into your website (inc. IHT calculator & report available in January 2021; others planned)		20% discount	20% discount
Discount off all LFMC resources and services inc. guides, checklists and other resources and services.		20% discount	20% discount

Membership benefits and prices as at November 2020. Please refer to the website for full and up to date details of all membership benefits.



MEMBERSHIP - FURTHER DETAILS

We want as many law firms as possible to benefit from the resources, events and expertise on offer through the Law Firm Marketing Club. The membership packages have been priced very reasonably and are deliberately flexible to make membership attractive and affordable for law firms of all sizes. The resources, events and other tools available to members will be added to each month and members can help dictate priorities for new resources and support.

The '**subscriber**' option provides access to some of the resources and events for no cost.

The **monthly membership package costs just £100 pm (plus VAT)** and is perfect for law firms that don't want to commit to a full years' membership but want to attend some events and benefit from the 20% discount off other services whilst they are members. Monthly members can also receive recordings of events that take place whilst they are members - providing legacy value for the whole firm.

The best value membership package is the annual member package.

Priced at just £1,000 (plus VAT) for the full year, this provides a wealth of benefits over the course of the year. Extra benefits for annual members include:

- An invitation to join a twice yearly collaboration group;
- A quarterly 1-hour 'conflab' (strategic consultation) with Clare Fanner;
- 1 x delegate place at the virtual conference in 2021;
- 1 x marketing campaign and messaging pack of your choice.
 - Each pack provides you with 'plug & play' content and messaging. Choose from employment, family, private client, residential property or commercial. Further packs will be produced in 2021 (and will be available for you to purchase with a generous 20% discount as an annual member).
- A generous 20% discount off all other services, including:
 - Over 12 guides, checklists and other 'how to' resources;
 - The 'What Clients Want' Benchmarking Package;
 - Lead generation tools (to plug into your website). The IHT calculator will be available from early 2021. Others are planned in 2021.
 - Plus much more.

The events programme for 2021 is taking shape and already includes the following (with more planned):

- What Clients Want - presenting the research, findings and recommendations
- Effective Law Firm Marketing in 2021 - Top 10 Tips
- GDPR and Brexit - What law firms' marketing teams need to know and do
- Building relationships in a Digital World (not Tinder)
- Emotional Intelligence and CX
- Live Chat: How does it work? How is it helping law firms (inc. 5 law firm case studies)
- The Perfect Legal Business - Simon McCrum
- Peer learning - what marketing are other law firms doing and what results are they getting?

Find out more

clare@findgetgrow.com

www.lawfirmmarketingclub.com

Membership benefits and prices are correct as at November 2020. Please refer to the website for full and up to date details of all membership benefits. Events programme subject to change.

© 2020 by Find Get Grow Limited.

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.