



**Law Society
of Ireland**

MARKETING IN PRACTICE



**Visibility, Reputation and Consistency
through People, Clients and Markets**



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MARKETING IN PRACTICE



Quick Start Guide

Short on time? Start here. This 90-day summary captures the essential activities. Read on for the full framework and deeper guidance.

For busy sole practitioners and small firms:

Essential marketing activities that build visibility with minimal time investment.
Focus on being findable, credible, and consistent: not everything at once.

First Three Months: Foundation

Activity	Action and Time
★ Audit Your Online Presence	Google yourself and your firm. Note what appears. Within seconds of a recommendation, prospects search you: what do they find? Time: 30 minutes, once
★ Update Your Bio and Photo	Professional headshot within two years. Bio that says who you help, not just your qualifications. Lead with value. Time: one hour, once
★ Claim Google Business Profile	Free listing that helps local clients find you. Add photos, hours, services. Critical for 'solicitor near me' searches. Time: 45 minutes setup
★ Send One Client Update	Email 20 to 30 clients about a relevant legal change. Brief, practical, helpful. Keeps you visible to people who already trust you. Time: one hour

Three to Twelve Months: Building Visible Expertise

Activity	Action and Time
Establish Content Rhythm	One practical article quarterly answering questions clients actually ask. This demonstrates thought leadership: the foundation of visible expertise. Time: one to two hours per quarter
LinkedIn Presence	Post monthly, ideally on Tuesday or Wednesday when engagement is highest. Share your articles, comment on sector news. Be consistently visible, not sporadically active. Time: 30 minutes per month
Gather Testimonials	Ask three satisfied clients for written feedback. Social proof converts referrals into instructions. Time: 30 minutes per testimonial
Build Referral Relationships	Coffee with accountants, financial advisers, complementary solicitors. You get what you give: be generous with referrals yourself. Time: one hour per month

KEY PRINCIPLES

- In professional services, clarity beats volume. Firms known for one thing stand out.
- Try to be for everyone, and no one will remember you.
- Narrow focus creates a hook. It makes your name shorthand for trust.
- Depth in one area does not close doors. It opens them. Authority travels.
- Referrals only work if your online presence confirms them.

TOTAL TIME: One to two hours per week (six to eight hours per month)

Realistic and sustainable for even the busiest practices.

Introduction

Why This Workbook Exists

Marketing for solicitors has changed dramatically. A decade ago, a brass plaque on a high street and membership of local associations was enough. Today, clients check your website before they call, read your LinkedIn profile before they meet you, and Google you or ask their AI assistant about you before they instruct you.

Yet the fundamentals remain: trust, credibility, and genuine expertise still win work. This workbook bridges old and new. It shows you how to be visible in today's market while staying true to the relationship-based approach that has always worked in Ireland.

This isn't about becoming a 'marketer'. It's about ensuring that the excellent work you do and the expertise you have can be found and appreciated by the people who need it.

DESIGNED FOR REALITY

This guide is written specifically for sole practitioners and small to medium sized firms. Every recommendation assumes you have limited time, no marketing department, and real clients to serve.

We focus on what actually works in Ireland: not what sounds impressive in a textbook.

IF YOU ARE DOING THIS ALONE

Many solicitors reading this workbook are sole practitioners with no secretary, no marketing support, and no one to delegate to. Everything falls on you.

We understand that reality. This guide is written with you in mind.

You will not be able to do everything in here. That is fine. Pick the activities that feel most natural to you, that fit around your practice, and that you can sustain. Something done consistently beats everything done once.

And remember: your competitors are probably in the same boat. The bar for standing out is likely more achievable than you think.

IF YOU THINK YOU HAVE ALREADY DONE THIS

Many solicitors have a website. Most have a LinkedIn profile. Some have even written an article or two. If that sounds like you, you might be tempted to skim past sections thinking 'I have already done that'.

But here is the question: is it working?

Having a website is not the same as having a website that converts visitors into enquiries. Having a LinkedIn profile is not the same as having one that makes people want to instruct you. Having written an article is not the same as having content that reaches your target clients.

The difference between 'done' and 'done well' is often the difference between marketing that generates work and marketing that just exists. This workbook is not about ticking boxes. It is about understanding why each element matters and making sure yours actually works.

SEE IT THROUGH YOUR CLIENT'S EYES

Solicitors often look at their marketing through legal eyes. They write bios listing qualifications. They describe services using legal terminology. They structure websites like legal documents.

But your clients are not lawyers. They take it for granted that you are qualified to practice and have the required skills and knowledge. What they do care about is whether you can solve their problem. They do not search for 'conveyancing services' but 'help buying a house'. They do not want to read about your 'expertise in succession planning' but whether you can help them 'make a will'.

Throughout this workbook, keep asking yourself: how would my client see this? What words would they use? What questions are they actually asking? What would make them trust me?

The solicitors who win work are not necessarily the most qualified. They are the ones who make it easiest for clients to understand how they can help.

What Makes This Different

Feature	What This Means for You
Irish Context Throughout	Real examples from Irish firms. References to Irish directories, associations and media. Guidance on what works in this market, where relationships and reputation matter enormously.
Time-Realistic	Every activity includes time estimates. Assumes one to two hours weekly, not ten. Prioritises high-impact, low-time activities for stretched practitioners.
AI Tools Integrated	Practical guidance on using AI assistants like ChatGPT and Claude for drafting, research and ideation. Safe, professional approaches: not hype, just clear help.
Visible Expertise Focus	The combination of thought leadership and relationship marketing that builds authority. Being known for something specific makes you referable.

How Marketing Works for Solicitors

REFERRALS NEED DIGITAL CONFIRMATION

Referrals remain the lifeblood of professional services firms. Yet in today's digital world, they are only as strong as your online presence.

Within seconds of a recommendation, prospects search your firm, check your website, and scan LinkedIn. If what they find doesn't match what they were told, doubt creeps in.

The goal isn't to 'market' yourself aggressively. It's to ensure that when people look for you: and they will: what they find builds confidence rather than raising questions.

THE VISIBILITY EQUATION

Visible expertise = thought leadership + relationship marketing

Thought leadership means sharing your knowledge in ways that help your target clients: articles, updates, practical guidance that answers their questions.

Relationship marketing means building and maintaining genuine connections with clients, referrers, and your professional community.

Combined, these make you not just known, but trusted. And trust converts to instructions.

AI IS ALREADY IN YOUR FIRM

AI tools are already being used in most firms: staff may be using ChatGPT, Claude, Copilot, or features in your practice management system. Some of this may be useful, but without structure it creates risk.

The risk is not only compliance. A poor first draft or an unchecked client email can damage trust instantly.

This workbook includes practical AI guidance throughout: safe, realistic approaches that make your marketing faster without compromising quality.

Before You Begin

The Referral Verification Test

Before diving into marketing activities, understand what happens when someone is referred to you. This 60-second exercise reveals whether your current presence helps or hinders.

What Happens When Someone Googles You?	✓
Your firm's website appears on the first page of results	<input type="checkbox"/>
Your LinkedIn profile appears with a professional photo	<input type="checkbox"/>
The information across different sites is consistent	<input type="checkbox"/>
What they find matches or exceeds what they were told about you	<input type="checkbox"/>
It's obvious how to contact you	<input type="checkbox"/>

Understanding Your Score:

4 or 5 boxes ticked: Your online presence supports referrals. Focus on building visibility.

2 or 3 boxes ticked: There are gaps that may be costing you instructions. Start with Section 1.

0 or one boxes ticked: Your referrers are doing the work, but your online presence may be undermining them. Follow ★ items urgently.

Choose Your Track

Track	Best For and Time Frame
The Essentials Track	Follow ★ items only. Get the basics right before adding complexity. Best for: Complete beginners or those with minimal online presence. Time: three months for foundations
The Systematic Track	Work through each section methodically. Build comprehensive visible expertise. Best for: Practices ready to invest consistent time in becoming known for something. Time: 6 to 12 months
The Quick Wins Track	Jump to 90-Day Quick Start. Get visible fast, return for depth. Best for: Need to see results quickly. Time: 90 days, then ongoing

Real Examples: What Worked

Example 1: Local Visibility	Example 2: Sector Focus	Key Success Factor
Sole practitioner, Midlands town. Conveyancing and probate focus. Minimal online presence: referrals weren't converting.	Two-partner firm, Dublin suburbs. General practice but noticed growing number of small business clients.	Both started by auditing what clients actually see when searching
Actions: Created Google Business Profile. Updated website with clear service descriptions. Asked satisfied clients for Google reviews. Sent quarterly updates to past clients.	Actions: Created 'Small Business Legal Hub' page on website. Wrote four articles answering common questions. LinkedIn posts about business law topics. Introduced herself to local accountants.	Focused on being helpful, not promotional. Let expertise speak.
Results: Google reviews increased from 2 to 14 in six months. Website enquiries doubled. Now appears in local search results. Referrals convert more consistently.	Results: 'Business solicitor Dublin' ranking improved. Three new clients via LinkedIn. Referrals from accountants increased. Became known as 'the business solicitor'.	Consistent activity over 6 to 9 months. No big campaigns: just steady presence.

WHY THESE WORKED

Both practitioners chose to be known for something specific rather than everything. Narrow focus created a hook: it made them easy to describe and remember. They were generous with their knowledge, which built trust. And crucially: they did a few things consistently, rather than everything sporadically.

Section 1: People

Your People Are Your Brand

In professional services, your people are your brand. How you and your team present yourselves: online and offline: shapes every client's first impression and either confirms or undermines referrals.

KNOW, LIKE, TRUST

People do business with people they:

- **Know:** They have heard of you, seen your name, encountered your work
- **Like:** They feel a connection, find you approachable, sense shared values
- **Trust:** They believe you can deliver, understand their situation, will act in their interests

Everything in this section builds one or more of these three. Your photo helps people feel they know you. Your bio helps them like you. Your testimonials help them trust you.

Marketing is simply the process of helping more of the right people know, like, and trust you before they need a solicitor.

THE PRESENTATION PRINCIPLE

When a potential client searches for you, what do they find? A professional headshot or no photo at all? A clear description of your expertise or generic qualifications? A consistent story or contradictory information across different platforms?

First impressions form in seconds. Your visual presentation and messaging either support or undermine the reputation you've built through your work.

Consistency builds recognition. Professionalism builds trust. Together, they make you referable.

★ Professional Photographs

A professional headshot is foundational. It appears on your website, LinkedIn, conference programmes, and anywhere you're featured. This single investment pays dividends for years. It will stand out from any AI generated options regardless of how cost effective they appear.

Element	Best Practice
Quality	Professional photographer, not phone selfie. Search 'corporate headshots' plus your location. Worth every cent.
Expression	Warm, approachable, confident. A slight smile works. Avoid stern 'passport photo' expressions. You want clients to feel they can trust you.
Background	Neutral or professional. Plain backgrounds work. Office settings acceptable if not cluttered. Avoid distracting elements.
Attire	What you'd wear to meet an important client. Usually business or smart business casual. Avoid busy patterns that distract from your face.
Currency	Update every 2 to 3 years. Clients should recognise you from your photo when they meet you. An outdated photo creates an awkward first impression.

PRACTICAL TIP

Many photographers offer mini sessions where they photograph several people in one booking, reducing cost per person. If you're in a multi-partner firm, coordinate a team session: it also ensures consistent style and background across all profiles.

★ Your Professional Biography

Your bio appears on your website, LinkedIn, conference materials, and anywhere you're introduced. Most solicitor bios are forgettable lists of qualifications. Yours should tell clients why you're the right person to help them.

Element	What to Include
Opening Line	Lead with value, not your title. Who you help and how. Example: 'I help business owners navigate employment issues so they can focus on growth' rather than 'Senior Associate, Employment Law Department'.
Expertise	Years practising. Key sectors or client types. What makes you credible. Think about what would make a prospective client think 'yes, they understand my situation'.
Approach	How you work. Practical? Commercial? Hands-on? Clients want to know what it's like to work with you. Let your personality show through.
Human Element	One or two lines about interests outside law. Makes you memorable and approachable. Keep brief: it's a conversation starter, not a lifestyle essay.
Contact	Clear call to action. Email and phone. Make it easy to reach you. Remove friction from the process of getting in touch.

AI TOOL: Biography Drafting

Prompt for ChatGPT or Claude:

'I'm a solicitor in [location] with [X] years' experience. I mainly work with [client types] on [practice areas]. My approach is [describe your style]. Please write a 150-word professional bio that leads with how I help clients rather than my qualifications. Warm but professional tone, suitable for an Irish audience. Write in first person. Write like a human, with sentence variation and energy, write in UK / Ireland English using punctuation rather than dashes.'

Then edit the output to add your voice and specific details. AI gives you a starting point; you make it genuinely yours.

★ LinkedIn Profile Essentials

LinkedIn is often the first-place potential clients and referrers check after hearing your name. A weak profile undermines referrals before you even know about them. A strong profile confirms what they were told and builds confidence.

Element	Best Practice
Headline	NOT just 'Solicitor at [Firm Name]': that tells people nothing useful. BETTER: 'Helping [target clients] with [specific issues]'. Example: 'Helping SMEs with employment law and commercial contracts Solicitor'
About Section	150 to 200 words maximum. Who you help. What you help with. Why you're credible. How to reach you. Write in first person: 'I help...' not 'She advises...'
Photo	Professional headshot, same as your website. No cropped group photos, holiday pictures, or outdated images. This is often the first impression.
Banner Image	Use your firm's branded banner if available. Otherwise, a professional image related to law or your location. Avoid default grey: it signals neglect.
Custom URL	Claim linkedin.com/in/yourname rather than the default jumble of numbers. Looks more professional on business cards and email signatures.

✓ LINKEDIN QUICK CHECKLIST

- Professional headshot uploaded
- Headline describes who you help (not just job title)
- About section written in first person, focused on client value
- Contact information visible
- Custom URL claimed
- Experience section completed with descriptions, not just titles

Building Confidence in Your Team

If you have partners, associates or support staff, their presentation matters too. Clients should encounter the same professional standard whether they find your firm through your profile or a colleague's.

Area to Align	What Good Looks Like
Visual Presentation	Same photographer for all headshots. Consistent style, lighting and background. Professional appearance across the team.
Bio Format	Same structure for all bios. Similar length. Consistent tone. Template in Tools section helps ensure this.
LinkedIn Standards	All team members on LinkedIn with complete profiles. Same banner image. Consistent firm description in each profile.
Messaging	Agreed description of firm's strengths. Consistent language about who you help. Everyone can articulate the firm's positioning clearly.

DEVELOPING YOUR PEOPLE AS BRAND AMBASSADORS

Your team's visibility contributes to the firm's visibility. Help them build confidence with:

- LinkedIn profile reviews and feedback
- Bio writing sessions (use the template in Tools section)
- Guidance on what to share and how to engage professionally online
- Recognition when they contribute to the firm's profile

When individuals grow their visibility, the firm benefits.

SECTION 1 SUMMARY: KEY ACTIONS

- Get a professional headshot (or update if over three years old).
- Write a bio that leads with how you help clients, not your qualifications.
- Complete your LinkedIn profile with headline and About section.
- Ensure consistent presentation across website and LinkedIn.
- If multi-partner: align team presentation and develop people as ambassadors.

Time investment: 3 to 4 hours one-time setup, then 30 minutes monthly to maintain.

Section 2: Clients

Connection and Relevance

Marketing to clients isn't about selling. It's about staying connected, being relevant, and making it easy for them to think of you when they or someone they know needs help. The clients who already trust you are your most valuable marketing asset.

THE CLIENT RELATIONSHIP LIFECYCLE

Think about the stages of client engagement:

Initial contact → Engagement → Matter completion → Retention → Advocacy

Most firms focus on the engagement stage and then lose touch. But a satisfied client at the end of a matter is far more likely to refer you than one you haven't contacted since their file closed.

The goal is to turn transaction clients into relationship clients, and relationship clients into advocates.

★ Client Communications That Work

Regular, valuable communication keeps you visible without feeling pushy. The key is being helpful rather than promotional.

Communication Type	When, How, and Why It Works
Legal Updates	When law changes affect your clients. Brief email: what changed, what it means for them, what they should do. Demonstrates you're watching out for their interests. Quarterly maximum.
Seasonal Check-ins	Seasons greetings at Christmas, New Year. Brief, warm, no selling. Simply staying present in their memory. Can include one-line update about firm if genuinely noteworthy.
Value-Add Articles	Short articles (500 to 800 words) answering questions clients actually ask. Email to relevant clients, post on LinkedIn, host on website. Builds thought leadership.
Personal Check-ins	For key clients only: brief email or call just to see how things are going. No agenda. Genuine interest. These deepen relationships more than any other activity.
Post-Matter Follow-up	After completing a matter: brief thank you, check all is well, add to mailing list, connect on LinkedIn. Keeps the door open for future contact.

THINK LIKE YOUR CLIENT

Before you send anything, pause and consider your audience:

- When will they see this? Tuesday 10am beats Friday 5pm. Always.
- Where will they be? At their desk? On their phone between meetings?
- What else is competing for their attention? Keep it brief.
- What do they actually need to know? Cut anything that is about you rather than them.
- What do you want them to do next? Make it obvious and easy.

Too many firms send out content when it suits the firm, not when it suits the reader. Your beautifully crafted legal update sent at 4:45pm on a Friday will be deleted unread by Monday. The same email sent at 10:15am on Tuesday has a fighting chance.

Work on your marketing whenever you can. Send it when your clients will actually read it.

AI TOOL: Drafting Client Updates

Prompt for legal update email:

‘Write a brief email to clients about [specific legal change, e.g., changes to residential tenancies legislation]. Explain what changed, why it matters for [client type, e.g., landlords], and any actions they should consider. Keep it under 200 words, warm but professional tone, suitable for Irish clients. Include a brief sign-off offering to discuss further.’

Always review AI drafts for legal accuracy. You’re the expert; AI helps with structure and efficiency.

Content That Builds Visible Expertise

Content marketing for solicitors means sharing useful information that demonstrates expertise. It’s not about volume: it’s about value. One genuinely helpful article beats ten generic pieces.

Content Type	Best Approach
Practical Guides	Answer common client questions clearly and helpfully. ‘What to expect when buying a house’, ‘Five things to know before signing a commercial lease’. Specific, actionable, useful.
Legal Updates	When legislation changes, explain the practical implications. Focus on ‘what this means for you’ rather than technical analysis. Write for clients, not other lawyers.
Case Studies	Anonymised stories showing how you helped clients. Structure: situation, challenge, solution, outcome. Powerful social proof that demonstrates your approach.
FAQ Content	Questions you hear repeatedly deserve permanent answers on your website. Good for search visibility and reduces time spent answering the same queries.

CONTENT IDEAS: WHERE TO START

You already have the content. You just need to write it down once instead of explaining it repeatedly.

- List the ten questions clients ask most frequently. Each one is an article.
- Recent matters you've handled (anonymised) become case studies.
- Legal changes you've explained to clients become update articles.
- That thing you find yourself saying in every first meeting? Write it down.

Content that answers real questions builds trust. Content that promotes yourself builds resistance.

Creating Client Personas to Guide Your Content

One of the most useful exercises for creating relevant marketing content is developing a clear picture of who you are trying to reach. This is sometimes called a 'client persona' or 'ideal client profile'. It sounds like marketing jargon, but it is genuinely practical.

When you have a specific person in mind as you write, your content becomes more focused, more relevant, and more useful. Instead of writing for 'everyone', you write for someone. And that someone will recognise themselves in what you create.

BUILD YOUR CLIENT PERSONA

Think about your best clients. The ones you enjoy working with, who value what you do, and who refer others to you. Now answer these questions:

- What type of work do they typically need help with?
- What worries them most when they first contact you?
- What questions do they ask in the first meeting?
- Where do they look for information before they call a solicitor?
- What would make them hesitate to instruct you?
- What do they value most about working with you?

Give this person a name. Write a paragraph describing them. Keep it somewhere visible when you create content.

Example: 'Fiona runs a small retail business in a market town. She employs eight people and worries about employment disputes. She wants practical advice without jargon, and she values a solicitor who understands the pressures of running a small business. She googles questions before calling anyone and reads LinkedIn occasionally.'

AI TOOL: Creating Your Persona

Prompt for ChatGPT or Claude:

'I'm a solicitor who mainly works with [describe your typical clients]. Help me create a detailed client persona by asking me questions about my ideal client, then write up a one paragraph description I can use when creating marketing content.'

The AI will guide you through the process and produce a usable persona you can refine.

★ Testimonials and Social Proof

Nothing builds credibility like genuine client feedback. Most solicitors have happy clients but never ask for testimonials. This is a missed opportunity that costs very little to address.

Aspect	Best Practice
When to Ask	After successful completion of a matter. When a client expresses satisfaction spontaneously. During natural conversation, not forced. Strike while gratitude is warm.
How to Ask	'Would you be willing to provide a short written testimonial about your experience working with us? It would help other clients in similar situations find us.' Simple and direct.
What to Request	Two to four sentences. What was the situation? How did we help? What was the experience like? Keep it brief and genuine: over-polished testimonials feel fake.
Permission	Always get written permission to use. Clarify: full name and company, first name only, or completely anonymous? Respect their preference.
Where to Use	Website testimonials page and relevant service pages. Google Business Profile. LinkedIn recommendations. Proposals to prospective clients where relevant.

GOOGLE REVIEWS: CRITICALLY IMPORTANT

Google reviews are increasingly important for local visibility. When someone searches 'solicitor [your town]', firms with reviews appear more prominently and with more credibility.

After completing matters successfully, ask satisfied clients if they'd leave a Google review. Provide a direct link to make it easy (search 'Google review link generator').

Even five or six genuine reviews significantly impact how you appear in local searches. Quality and authenticity matter more than quantity.

Encouraging and Earning Referrals

Referrals remain the primary source of new work for most Irish solicitors. While you can't manufacture referrals, you can make it easier for satisfied clients to refer you: and you can be more generous yourself.

Principle	What It Looks Like in Practice
Be Generous First	You get what you give. Refer clients to accountants, financial advisers, other solicitors when appropriate. This creates reciprocity and shows you're invested in helping clients succeed, not just serving yourself.
Make It Easy	Ensure your contact details are accessible. Have a clear, memorable description of what you do that clients can share. Be easy to describe: 'She's the solicitor who helps with property matters in Galway.'
Ask Appropriately	After successful completion: 'If you know anyone in a similar situation, I'd be grateful for an introduction.' Natural, not pushy. Choose your moment carefully.
Thank Promptly	Always thank referrers immediately. A brief email or note shows appreciation and reinforces the behaviour. They've trusted their reputation by recommending you.
Stay Visible	Regular communication keeps you front of mind. When someone needs a solicitor, people think of those they've heard from recently. Out of sight is out of mind.

PARTNER WITH COMPLEMENTARY PROFESSIONALS

Find professionals who serve similar clients but don't compete with you:

- If you do commercial work: accountants, financial advisers, business consultants
- If you do family law: family therapists, financial planners, mediators
- If you do property: estate agents, mortgage brokers, architects
- If you do probate: accountants, financial advisers, funeral directors

Build genuine relationships. Refer generously. The referrals will flow back.

SECTION 2 SUMMARY: KEY ACTIONS

- Plan quarterly client communication (legal updates, check-ins).
- Identify ten content topics from common client questions.
- Ask three satisfied clients for testimonials.
- Claim Google Business Profile and request reviews.
- Identify three complementary professionals for referral partnerships.
- Thank referrers promptly and generously.

Time investment: 2 to 3 hours per month for communications and content.

Section 3: Markets

Being Found and Trusted

This section covers how potential clients find you and what shapes their decision to make contact. It's about being visible in the right places, to the right people, with the right message.

HOW CLIENTS FIND SOLICITORS TODAY

The path has changed but referrals remain central:

Referral received → Google search to verify → Website check → LinkedIn scan → Decision to contact

Local search also matters: 'solicitor near me' or 'solicitor [town name]' are common first searches.

Digital visibility is no longer optional: it's essential infrastructure.

The Power of Focus

You don't need to specialise, but being known for something helps enormously. In professional services, clarity beats volume. Firms known for one thing stand out. Try to be for everyone, and no one will remember you.

Why Focus Helps	What It Means in Practice
Easier to Refer	'Call her, she does a lot of work for hotels' is clearer than 'Call her, she's a solicitor'. Focus makes you easy to describe and remember.
More Credible	'They really understand our business' builds trust faster than general competence. Depth in one area signals expertise that clients value.
Better Conversations	You speak their language, understand their context, anticipate their concerns. This makes first meetings more productive.
Authority Travels	Narrow focus doesn't close doors: it opens them. Authority in one area creates credibility that transfers to related work.

CHOOSING YOUR FOCUS

You can still do other work. Focus means you're KNOWN for something, not that you ONLY do that thing. Most successful focused firms still handle other matters: they just have a specialty that makes them referable.

Look at your existing clients: Do you already have five or more in a particular sector? Do they represent your best work? Do you enjoy working with them? That's probably your focus area.

Sectors that work well in Ireland: medical professionals, hospitality, agriculture, professional services, tech start-ups, property developers, and family businesses.

★ Website Essentials

Your website doesn't need to be expensive or elaborate. It needs to be professional, clear, and functional. Poor websites lose potential clients regardless of your actual expertise.

Element	What Good Looks Like
First Impression	Professional appearance. Loads quickly. Works on mobile. Clear navigation. Within three seconds, visitors should understand what you do and how to contact you.
Services	Clear descriptions of what you offer, written for clients not lawyers. Explain what each service involves and who it's for. Avoid jargon. Think about what clients search for.
About/Team	Professional photos. Bios that show expertise and personality. Builds trust before the first meeting. Makes you feel approachable.
Contact	Phone number visible on every page. Contact form that actually works (test it). Email address. Physical address. Remove all friction from getting in touch.
Mobile	Over 60% of website visits are from mobile devices. If your site doesn't work on phones, you're losing potential clients. Test regularly.

✓ WEBSITE AUDIT: DO THIS NOW

- Google your firm name. Does your website appear first?
- Visit on your phone. Is it readable? Does navigation work?
- Submit your contact form. Does it actually arrive?
- Check page speed at Google PageSpeed Insights. Is it acceptable?
- Read your services pages aloud. Would a non-lawyer understand them?
- Ask a friend to find your phone number. How long does it take?

★ Google Business Profile: Essential and Free

Google Business Profile (formerly Google My Business) is free and essential for local visibility. When someone searches 'solicitor [your town]', Google Business listings appear prominently. If you do nothing else from this section, do this.

Action	How to Do It
Claim Your Listing	Search for your business on Google. Click 'Own this business?' Follow verification steps. Usually requires a postcard to your address or phone verification.
Complete Profile	Add: business hours, services offered, photos of your office, description of your practice. The more complete your profile, the better you rank in local searches.
Add Photos	Professional exterior shot. Interior of office. Team photos. Listings with photos perform significantly better than those without.
Gather Reviews	Ask satisfied clients to leave Google reviews. Respond professionally to all reviews, positive and negative. Even a handful of genuine reviews improves visibility and credibility.
Keep Updated	Update hours for holidays. Add new services. Post updates occasionally. Active profiles rank higher than dormant ones.

QUICK WIN

Claiming and completing your Google Business Profile is free and significantly impacts local search visibility.

This single action will help more local clients find you than almost anything else you can do with equivalent time investment.

Search Visibility Basics

Search engine optimisation sounds technical, but the basics are straightforward. For local service businesses like solicitors' practices, a few fundamentals make the biggest difference.

Factor	What to Do
Location Clarity	Mention your location on your website. Include your town or area in page titles and content. Make it clear where you serve clients. Google needs to know your geography.
Service Specificity	Have separate pages for main practice areas. Use the words clients would search for: 'buying a house' not just 'conveyancing', 'making a will' not just 'succession planning'.
Consistent Name, Address, Phone	Name, Address, Phone number must be identical everywhere online. Inconsistency confuses search engines and reduces rankings. Check all your listings match exactly.
Content Freshness	Add new content periodically. Articles, news updates, new service pages. Shows Google your site is active and relevant. Quarterly updates are sufficient.

Directory Listings

Legal directories and local listings help potential clients find you. Prioritise quality over quantity: a few complete, accurate listings beat many incomplete ones.

Directory	Priority and Notes
Law Society Find a Solicitor - www.lawsociety.ie/Find-a-Solicitor	Essential. Ensure your listing is accurate and complete. This is where many clients and referrers start their search.
Google Business Profile	Essential. Free and high impact for local search. Covered above.
LinkedIn	Essential. Both personal profile and Company Page if you have a firm.
Local Bar Association	Important. Keeps you visible within the profession and to local referrers.
Local Business Directories	Moderate priority. Golden Pages / goldenpages.ie , local chamber directories. Ensure consistent Name, Address and Phone number information.

Strategic Presence and Visibility

Beyond digital visibility, where you show up physically matters. Associations, events and speaking opportunities build reputation in ways that online presence alone cannot.

Channel	Best Approach
Industry Associations	Join one or two associations relevant to your target clients. Attend events regularly: be consistently present rather than sporadically visible. Volunteer for committees where opportunity arises.
Local Networks	Chambers of commerce, business networking groups, local professional gatherings. Quality of relationships matters more than number of contacts.
Speaking	Offer to present at association events. Start with panels or Q&A formats if full presentations feel daunting. Reuse good content across multiple venues.
Referral Network	Accountants, financial advisers, other solicitors with complementary practices. Regular contact, reciprocal relationships, genuine interest in helping each other.

TIME INVESTMENT FOR STRATEGIC VISIBILITY

Association membership: 3 to 4 hours per quarter (one to two events)

Local networking: 2 to 3 hours per month

Speaking: occasional, 3 to 4 hours per talk including preparation

Referral network: 1 to 2 hours per month (coffees, check-ins)

Total: roughly 5 to 8 hours per month for comprehensive visibility.

Scale to what's sustainable for you: consistency matters more than intensity.

SECTION 3 SUMMARY: KEY ACTIONS

- Consider where you want to be known: even general practices benefit from focus.
- Audit your website (mobile, speed, clarity, and contact accessibility).
- Claim and complete Google Business Profile.
- Ensure consistent Name, Address and phone number across all directories.
- Join one relevant association and attend regularly.
- Identify three to five referral partners and schedule quarterly contact.
- Time investment: 3 to 4 hours one-time setup, then 3 to 4 hours monthly.

Section 4: Making It Work

Building Sustainable Marketing Habits

Marketing effectiveness comes from consistency, not intensity. The practices that build strong visibility do a few things regularly over months and years, rather than bursts of activity followed by silence.

THE CONSISTENCY PRINCIPLE

One LinkedIn post monthly for a year = 12 visibility moments

One article quarterly for two years = 8 pieces demonstrating expertise

One networking coffee monthly = 12 relationships deepened

One client update email quarterly = 4 reminders that you exist and care

Small, consistent actions compound into significant results.

The firms with strong visibility aren't doing more: they're doing less, but consistently.

The Weekly Marketing Hour

Block one hour weekly for marketing activities. Same time, every week, protected like a client meeting. This is the foundation of consistent visibility.

Time Slot	Suggested Activities
Monday 8:30 to 9:30am	Plan the week's marketing. Draft LinkedIn post. Review online engagement. Schedule any content to publish. Update tracking.
OR Friday 4:00 to 5:00pm	Review week's activities. Draft next week's content. Send any client communications. Update tracking. Plan next week. Note: Friday afternoon is fine for working ON marketing but avoid sending client emails or publishing posts late on Friday (see timing guidance below).

WHEN TO WORK vs WHEN TO PUBLISH

There is an important distinction between working on your marketing and publishing your marketing.

Work on marketing whenever suits you: Sunday evening, 6am before the business day starts, Friday afternoon when things are quiet. Use whatever pockets of time you can find.

But publish and send with your audience in mind. That email you drafted on Sunday evening? Schedule it for Tuesday morning. That LinkedIn post you wrote on Friday? Queue it for Wednesday at 9am.

Your clients are busy people. A thoughtful legal update sent at 5:30pm on Friday will be buried by Monday morning. The same email sent at 10am on Tuesday is more likely to be read.

Think about when your target clients are at their desks, checking email, scrolling LinkedIn. That is when your content should land, not when you happen to finish writing it.

WEEKLY ROTATION SYSTEM

Week 1: Content creation (article drafting, LinkedIn posts)

Week 2: Client communications (updates, check-ins, testimonial requests)

Week 3: Online presence (website updates, directory checks, profile reviews)

Week 4: Review, planning, and relationship outreach

Rotate through these 4 focus areas monthly for comprehensive coverage.

Using AI Tools Safely and Effectively

AI tools are already in most firms. The question isn't whether to use them, but how to use them well. Applied thoughtfully, they can dramatically reduce the time needed for marketing tasks.

Task	How AI Helps
Article Drafting	Give AI the topic, key points, and desired length. Ask for a draft structure or full draft. Then edit heavily for accuracy, tone and your voice. AI saves time on the blank page; your expertise ensures quality.
LinkedIn Posts	Describe what you want to share, ask for several versions, choose and refine. AI helps overcome blank-page syndrome and generates options quickly.
Email Drafts	Client updates, networking follow-ups, seasonal greetings. AI provides starting points; you personalise for each recipient and add genuine warmth.
Ideas Generation	'Give me ten article topics for a solicitor who works with small businesses.' Rapid brainstorming to overcome creative blocks.
Editing	Ask AI to simplify complex text, check for jargon, suggest clearer wording, shorten content. Useful quality control before publishing.

SEVEN AI PRINCIPLES FOR SOLICITORS

1. Never share client-confidential information with AI tools. Ever.
2. Always verify legal accuracy: AI makes mistakes, including confident-sounding ones.
3. Treat AI output as a first draft requiring professional review and personal voice.
4. Be aware of AI hallucinations: check facts, especially any legal citations.
5. Your expertise and judgment remain essential: AI accelerates, it does not replace.
6. Set guidelines for your team so everyone uses AI consistently and safely.
7. Keep learning: AI tools evolve rapidly. Stay informed about developments.

USING AI SECURELY

A word on security. Enterprise and paid accounts generally offer better data protection than free versions. Many enterprise accounts do not use your inputs to train their models, which matters when you are working with anything remotely sensitive. Ensure you update your settings for that.

But here is the honest truth: nothing is completely safe. Treat every AI tool as if what you type could become public. If you would not want it on a billboard, do not put it in a prompt.

That said, do not let security concerns stop you using AI altogether. These tools genuinely help with marketing tasks like drafting, brainstorming, and structuring your thinking. The key is being sensible about what you share:

- Client names, matter details, confidential information: never
- General legal concepts, article drafts, marketing ideas: fine
- Your own bio, LinkedIn posts, website copy: absolutely fine

Use AI wisely and you will save hours. Just keep sensitive details out of it.

BETTER INPUTS, BETTER OUTPUTS

The quality of AI output always reflects the quality of your input. The richer your prompt, the better the work. When asking AI for help, share:

- Full context: What is the situation? What has happened so far?
- The challenge: What specifically are you trying to solve or create?
- The audience: Who will read or receive this? What do they care about?
- The tone: Formal? Warm? Practical? How should it feel?
- Constraints: Word count? Format? Things to avoid?
- What success looks like: How will you know if the output is good?

A one-line prompt gets a generic response. A detailed brief gets something you can actually use.

STRESS-TEST YOUR THINKING WITH AI

One powerful use of AI is to challenge your own assumptions. Try this prompt:

'I am planning to [describe your marketing initiative]. Please act as four different experts and critique this plan from your unique perspective:

1. A sceptical market researcher
2. A psychology expert who understands decision-making
3. A commercial director focused on ROI
4. A busy client in my target audience

Each of you, in turn, explain your concerns and what I might be missing.'

This surfaces blind spots and strengthens your thinking before you invest time and money.

The time your target audience has to read your content is critical to consider.

Helpful Tools

You don't need expensive software. These tools are free or low-cost and widely used by professionals for marketing tasks.

Tool	Use and Notes
Canva (canva.com)	Create professional graphics for LinkedIn, website, presentations. Free tier is generous. Templates make design accessible to non-designers.
ChatGPT / Claude	AI writing assistants for drafting content, brainstorming, editing. Free tiers available. Paid versions more capable and suitable for regular use.
Grammarly	Grammar and clarity checking. Browser extension catches errors in emails and posts. Free tier useful; premium offers more features.
Mailchimp	Email newsletter tool. Free for small lists. Professional templates. Tracks open rates. Good for regular client communications.
Google Analytics	Website traffic data. Free. See where visitors come from, which pages they view. Ask your web developer to set up if not already in place.

Measuring What Matters

Track enough to know what's working, but don't overcomplicate it. Simple metrics consistently tracked beat elaborate systems that get abandoned.

Metric	How to Track
Enquiry Sources	Ask every new enquiry: 'How did you hear about us?' Track the answers. This tells you what's actually working.
Website Enquiries	Count per month. Note any patterns. Track conversion to clients.
Referral Sources	Track who refers most. Thank referrers promptly. Note which relationships are most productive.
Google Reviews	Monitor count and average rating. Respond to all reviews. Note any changes in enquiries.
Activity Completed	Track articles published, posts made, events attended, coffees held. Ensure you're maintaining planned frequency.

The Learning Loop

Effective marketing is not a checklist you complete. It is a loop where every action informs the next. What worked? What fell flat? What surprised you? This learning loop ensures your marketing gets sharper over time.

THE LEARNING LOOP

Plan → Do → Review → Adjust → Plan again

- **Plan:** Decide what you will do this month based on what you learned last month
- **Do:** Execute the activities you planned
- **Review:** Look at what happened. What generated response? What did not?
- **Adjust:** Change your approach based on evidence, not assumptions
- **Plan again:** Use your learning to make next month better

This loop turns random activity into a system that improves. The firms that grow their visibility are not necessarily doing more. They are learning faster.

QUARTERLY REVIEW: 60 MINUTES

Every 3 months, review:

- What marketing activities did we complete?
- What generated enquiries or visible results?
- What felt forced or unsustainable?
- What should we do more of, less of, or differently?
- What are the priorities for next quarter?

Adjust your approach based on what's actually working for your practice.

When You Only Have 15 Minutes

Some weeks, an hour feels impossible. Client emergencies, court deadlines, family commitments. Life happens. On those weeks, do something small rather than nothing at all. Here are activities that take 15 minutes or less but still move things forward:

15-MINUTE WINS

- Reply to one LinkedIn comment thoughtfully
- Send a greetings / check in email to one past client
- Ask one satisfied client for a Google review
- Update one page on your website
- Read one article in your practice area and note three talking points
- Write down three content ideas for when you have more time
- Check your Google Business Profile is accurate
- Thank someone who referred work to you recently
- Connect with one new person on LinkedIn with a personal note

Fifteen minutes is infinitely better than zero minutes. Momentum matters more than absolute perfection.

Getting Back on Track

You will fall off the wagon. Everyone does. You will have weeks, perhaps months, where marketing drops off your radar entirely. This is normal. The question is not whether you will lose momentum, but how quickly you can pick it back up.

WHEN YOU'VE LOST MOMENTUM

Do not:

- Beat yourself up about the gap
- Try to 'catch up' by doing everything at once
- Assume you need to start again from scratch

Instead:

- Pick ONE activity and do it this week
- Choose the easiest thing on your list, not the most impressive
- Schedule your next marketing hour in your diary right now
- Remember that your competitors probably fell off too

A six-month gap followed by consistent activity is far better than giving up entirely. Just start again. No explanation needed.

What Not to Waste Time On

Knowing what to avoid is as important as knowing what to do. Here are common time wasters that rarely deliver results for sole practitioners and small firms:

Skip This	Do This Instead
Expensive website redesigns before you have content worth reading	Update your existing site with clear service descriptions and a decent photo
Paying for advertising before your online presence is solid	Fix your website and Google Business Profile first. Ads send people somewhere: make sure that somewhere is good
Being on every social media platform	Do LinkedIn well. That is enough for most solicitors in Ireland
Writing content about topics that interest you but not your clients	Answer the questions clients actually ask. Save the intellectual pieces for the Gazette
Attending every networking event going	Choose two or three and attend consistently. Depth beats breadth
Obsessing over website analytics and social media metrics	Track enquiries and their sources. That is what actually matters
Sending emails and posting content whenever you finish writing it	Draft anytime, but send Tuesday to Thursday mid-morning when clients will actually see it

The Commercial Reality

Marketing takes time. Time you could spend on billable work. So let us be clear about why this investment makes commercial sense.

THE BUSINESS CASE

Consider what one new client is worth to your practice. Not just the immediate matter, but over time:

- A conveyancing client who returns for wills, then probate, then their children's house purchases
- A business client who starts with one contract review and stays for employment, property, and succession
- A family law client who refers three friends over the following two years

If your average client is worth €2,000-4,000? over their lifetime (and for many practices it is considerably more), then four hours per month on marketing needs to generate just one new client per quarter to deliver a strong return.

The solicitors who struggle most are those who rely entirely on referrals from the same shrinking pool of sources. The ones who thrive are findable, visible, and stay in touch with people who already trust them.

Marketing is not a cost. It is how you build a sustainable practice that does not depend on luck.

Using Quieter Periods

Every practice has natural rhythms. There are times when client work is relentless and times when things slow down. Use the quieter periods for marketing activities that require more concentration:

SEASONAL OPPORTUNITIES

August: Many clients are on holiday. Good time to update your website, write articles, and plan autumn activities.

December (after the 20th): Courts slow down. Perfect for year-end client communications, LinkedIn updates, and planning January.

Bank holiday weekends: If you find yourself with unexpected time, use an hour for content creation.

Quiet Fridays: Block 4pm onwards for marketing when client demands allow.

The key is to recognise these windows when they appear and use them intentionally, rather than just feeling relieved that things are quiet.

SECTION 4 SUMMARY: KEY ACTIONS

- Block weekly marketing hour (same time, protected like client meetings).
- Set up AI tools for content efficiency, with clear safety principles.
- Choose one to two additional tools (Canva, Grammarly, etc.).
- Create simple tracking system (spreadsheet is fine).
- Schedule quarterly reviews to assess and adjust.

Time investment: one hour weekly plus one hour quarterly.

Your 90-Day Quick Start

Follow this 90-day plan to build visibility quickly. Focus on the activities that generate the most impact with realistic time investment.

A word about timing

This plan looks ambitious on paper, and it is. Real life will get in the way. Client work will take priority. Some weeks you will manage nothing at all.

That is completely fine.

The timetable is here to show what good looks like, not to make you feel guilty. If you manage half of this in the first 90 days, you will still be miles ahead of where you started. Progress beats perfection every time.

Month 1: Foundation	Month 2: Activation	Month 3: Momentum
Week 1: <ul style="list-style-type: none"> • Google yourself: note what appears • Claim Google Business Profile • Update LinkedIn headline and photo 	Week 5: <ul style="list-style-type: none"> • Publish first article • Share on LinkedIn with insight • Email to 20+ relevant clients 	Week 9: <ul style="list-style-type: none"> • Review what's generating response • Double down on what's working • Adjust what isn't
Week 2: <ul style="list-style-type: none"> • Book professional photo session • Write new bio (lead with value) • Update website team page 	Week 6: <ul style="list-style-type: none"> • Ask 2-3 clients for testimonials • Request Google reviews • LinkedIn post with insight 	Week 10: <ul style="list-style-type: none"> • Second article published • Attend association event • Coffee with key referrer
Week 3: <ul style="list-style-type: none"> • List 10 common client questions • Draft first article from list • Set up AI tools safely 	Week 7: <ul style="list-style-type: none"> • Coffee with accountant/ adviser • Join relevant association • Plan next article 	Week 11: <ul style="list-style-type: none"> • Client update email • Check all directories consistent • LinkedIn post (Tuesday or Wednesday is best)
Week 4: <ul style="list-style-type: none"> • Send client update email • First LinkedIn post (Tuesday or Wednesday) • Set up tracking spreadsheet 	Week 8: <ul style="list-style-type: none"> • First association event • Follow up new contacts • Mid-point review 	Week 12: <ul style="list-style-type: none"> • Full 90-day review • Celebrate progress made • Plan next 90 days

EXPECTED RESULTS AFTER 90 DAYS

- Professional online presence established (website, LinkedIn, Google Business)
- Two articles published demonstrating your expertise
- Eight to twelve LinkedIn posts increasing visibility
- Three to five Google reviews building local credibility
- Association membership and initial networking
- Three to five referrer relationships activated
- Client communication rhythm established
- Tracking system in place so you know what's working

The first 90 days build foundation and visibility. Results accelerate in months four to twelve as consistency compounds.

Moving Forward

Marketing doesn't have to feel uncomfortable or inauthentic. The most effective approach for solicitors is simply being visible, helpful and consistent.

You don't need to become someone you're not. You need to ensure that the expertise you already have and the excellent work you already do can be found and appreciated by the people who need it.

The practices that build strong visibility:

- Are findable online when clients search
- Present themselves professionally and consistently
- Are known for something specific: focus creates referability
- Share useful information that helps clients
- Stay in touch with people who matter
- Do these things consistently over time
- Are generous with referrals themselves

You don't need to do everything in this workbook. Pick what fits your practice and your personality, then do it consistently. That's how sustainable visibility happens.

IF YOU NEED SUPPORT

The Law Society offers practice management guidance for members.

Contact the Career & Practice Development team of the Law Society Solicitor Services Department by emailing solicitorservices@lawsociety.ie

Additional resources, templates and updates are available on the Law Society website www.lawsociety.ie

Focus on being helpful. Be consistent. Your practice will become visible.

Good luck with your marketing journey.

Final Thoughts

Marketing for solicitors isn't about self-promotion.

The most successful practices grow their visibility through:

- Professional presentation that builds trust
- Helpful content that demonstrates expertise: thought leadership
- Genuine relationships maintained over time: relationship marketing
- Consistent presence in the right places
- Focus that makes them referable
- Patience: visibility compounds over months, not days

Visible expertise = thought leadership + relationship marketing.

You don't need to do everything. Pick what fits your practice and do it consistently. That's how sustainable visibility happens.

THE JOB IS NOT TO DO MORE

The job is not to do more.

The job is to do the right things with rhythm.

Consistency. Clarity. Ownership. Rhythm.

That is how marketing works for solicitors.

COMPANION WORKBOOK

This workbook focuses on external visibility, communications and being found by potential clients.

For guidance on building commercial confidence, developing growth habits and strengthening client relationships from within your practice, see the companion guide *Growth in Practice*, also available from the Law Society.



This resource was developed by Mary Cloonan of Marketing Clever in consultation with the Law Society of Ireland.

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