



The Fedora Consultancy

Marketing and business development projects



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Welcome to the latest news from Fedora - providing practical advice on marketing and business development for law firms.

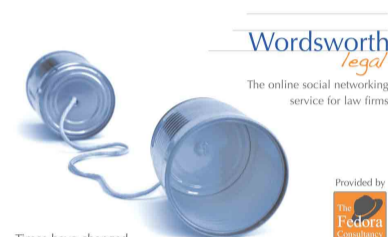
Today's message introduces a new service from Fedora - '[Wordsworth Legal](#)' - the online social networking service for smaller law firms. There's an SRA compliance statement for Legallybetter and more on the importance of developing your law firm's own brand.

It's interspersed with extracts from the latest newsletter by Joe Reevy at [Words4Business](#) (the UK's largest supplier of web content and articles etc for law firms) recounting a conversation we had recently. Joe was kind enough to say the following...

"Conversations with Jon are always interesting, and, unlike some marketing types, he always talks sense. He also always has his mind on how you make sure your marketing is cost-effective: as we all know far too much of it isn't."

Wordsworth legal - The online social networking service for law firms

- If your objective is to attract new business, build relationships with new clients, stay in contact with existing clients and share knowledge with your peers - then online social networking can help.
- We've cut through the hype and come up with a new service especially for law firms, called '[Wordsworth Legal](#)'. It's especially valuable if you have limited time or your firm has no in-house marketing resource to call upon.
- Joe Reevy commented – *"They have created a service which allows firms to invest a very small amount of money to see if it works for them and if it does, to carry on and if it doesn't, to stop. Now that is 100% basic good sense."*
- He went on to say, *"The sensible approach is to try things and measure... and that is exactly what the 'Wordsworth' approach does. It starts at £95 a month, which for me would mean 'just try it' because sitting around for an hour in a partner's meeting arguing the toss would waste a lot more than just giving it a go. Great stuff and good business."*
- Click [here](#) to find out more about how Wordsworth Legal can work for your firm.



Legallybetter.com - the interactive solicitor directory

Legallybetter.com

- **Compliance statement** – click [here](#) to see how Legally Better complies with the SRA Code of Conduct. Compliance with Practice Rules 7 and 9 is now a very important issue.
- **Case study** - Find out how Shrewsbury's Bennett's Legal solicitors are using the site to spread the word about their reputation - click [here](#) to read the case study.

Why Build Someone Else's Brand?

As you may know, branding is one of my favorite topics, and on this Joe Reevy and I got talking about affiliation groups. It went along the lines of this:

- *"You sink (say) £6,000 a year (plus extras like referral fees as long as they last) into an organisation. They use this to build the brand name of the organisation."*
- *"If you are lucky then you get work and you grow. Eventually, with luck you'll become a major firm, but of course you then won't want to be in an organisation that is an umbrella for smaller firms..."*
- *"The legal services market is too disparate for the marketing budgets to stretch to effectively cover of the whole market or for shared core brand values to develop, so you firm will drop out and that will be that..."*



Until next time, thank you to Joe Reevy for his contributions. Click on [Words4Business](#) for more about how they can help your firm with content that counts.

If you have any questions or wish to discuss anything further, please do not hesitate to get in touch. Contact details below.

The Fedora Consultancy - your outsourced marketing department

- Fedora provides professional, practical marketing project management service - easily 'switch on and off-able' to suit your needs. Founder Jon Hepburn is a member of the Chartered Institute of Marketing and a Chartered Marketer with over 20 years experience.
- To arrange your **free initial consultation** call Jon on 01743 366288 or email jon@fedoraconsultancy.co.uk



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