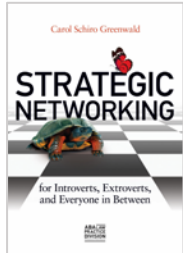


When Consumers Want X and Professionals Offer Y: How Can They Work Together

Carol Schiro Greenwald, Ph.D.

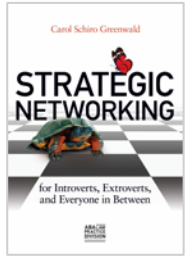
Gotham City Networking Group Business Seminar Series

April 14, 2021



Clients = Customers = Consumers

Internet Research + COVID Working From Home = Clients 
Consumers



Looking for Professionals: Where?

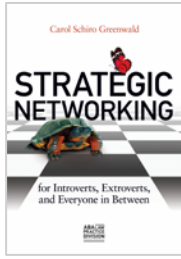


Referrals

- 59% asked for a referral
 - 33% from friends/family,
 - 16% from another lawyer
- 41% hired the recommended attorney
- 32% did not

Internet

- 57% search on their own on Internet
- 36% went to attorney websites
 - Average visitor goes to 5 or more websites
 - 45% with a recommendation checked out the attorney's website
- 31% legal directories

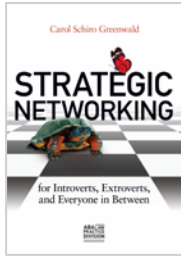


Looking for Professionals: How?

66% considering buying anything, do online research first

- 86% use Google as their primary source
- 53% used both their phone and computer for researching
 - 24% used just their computer
 - 23% used just their mobile

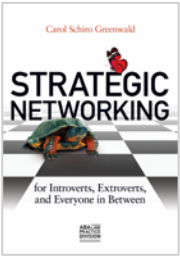




Looking for Professionals: Online Reviews



- 98% research online reviews
 - 90% Google reviews
 - 69% Yelp
 - 35% Facebook
- 89% won't hire a lawyer without 4 stars or higher
- 44% won't hire a lawyer with any negative reviews
- 46.5% use online review sites to verify reputation
 - 46% with a recommendation, checked out that person's reviews
- 35% of general consumers also look at online reviews



Looking for Professionals: What They Want to Know

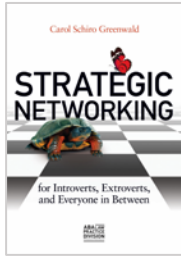
Process

- 77% care about the lawyer's experience, credentials and kind of cases he handles
- 70% want to understand what the process is for their particular situation
- 60% want a total cost estimate



Chemistry

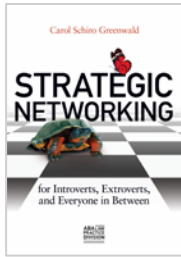
- 83% think responsiveness is important
 - Responsiveness = timeliness
- 81% want immediate answers
 - 79% want a response within 24 hours
- 74% want answers to every question they ask
- 64% care about friendliness and likeability



Professional's Response: First Impressions Count

- Present a consistent brand
- Live it.
 - Consumers assume that the way you act while they are searching is equivalent to the way you would act if they hire you.
 - Your materials are a stand-in for how you think
- Focus on reviews
 - LinkedIn: complete your profile
 - Directories: Join and fill our information
 - Google: local business, Google My Business

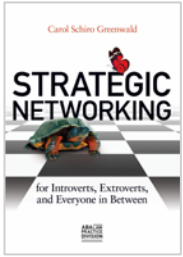




Professional's Response: Technology

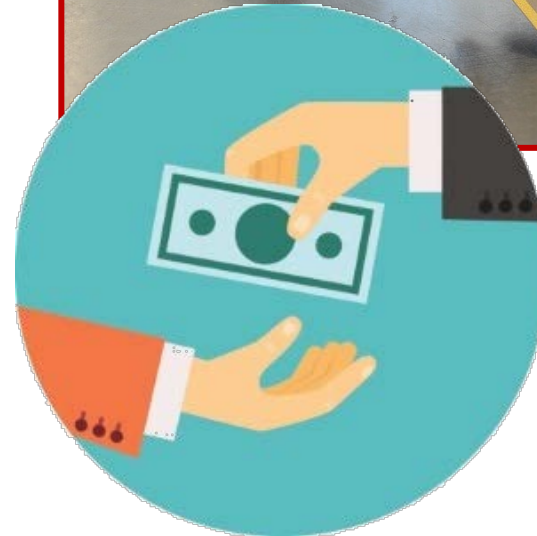
- Mobile-friendly and fast to download
- Website options to reach you quickly:
 - Click to call phone number
 - Ability to email or text
 - Calendar time to talk
- Answer typical questions:
 - Visuals: how process works, factors influencing timing and outcomes
 - Answers: FAQs, blog, newsletters
 - Stories, credentials, practice areas

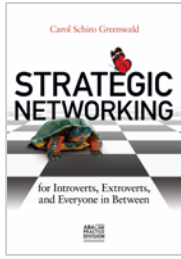




Professional's Response: Cost

- Add money specifics to website
 - Your fee schedule
 - Limited scope fees
 - Discount for full payment
- Alternative fees
- Payment plans, extended payment options
- Credit cards, mobile money apps

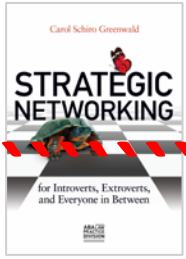




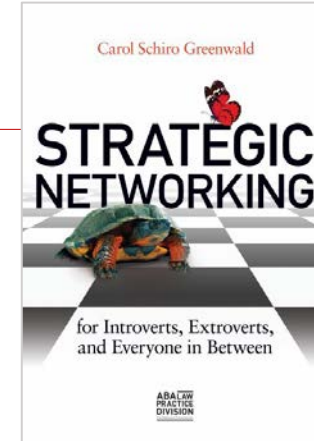
Professional's Response: Remember the point

- Look to build authentic relationships
 - Focus on them – listen first
 - Communicate how you can help them, the value of your services
- Show yourself on the Internet in a consistent, truthful light
 - Make it easy for them to find you
 - Use technology to meet consumers' requirements
- Show you understand them
 - Provide the third party verification they need
 - Explain the peculiarities of your profession





Strategic Networking for Introverts, Extroverts and Everyone in Between (ABA, 2019)



- **To learn more about me and my books**

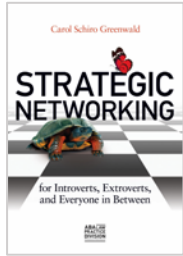
- <https://www.csgMarketingPartners.com>
- <https://www.StrategicNetworking4everyone.com>

- **To purchase**

- Shop ABA: <https://www.americanbar.org/products/inv/book/355453126/>
- Amazon: <https://www.amazon.com/Strategic-Networking-Introverts-Extroverts-Everyone/dp/1641053771/ref=sr>

From a review: *“Networking requires strategy to be effective. Author Carol Schiro Greenwald has written the ultimate guidebook for forging new business relationships by enhancing your natural networking tendencies.*

Fellow author Carole Levitt says, *‘This is a must-read book for the introvert and for the extrovert... Go forth and network!’*”



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Thanks for joining me.

To continue the conversation you can reach me by phone or email.

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carol@csgMarketingPartners.com