



## What is Valuable about your Product or Service?

Often, we are so concerned with the legal activities we do for clients that we do not consider what our products or services mean for them. Obviously, these have to be performed well but what makes our clients spend their money with me

This exercise involves two critical questions about the impact of your services and products you may have never asked before.

### 1. What do my clients **GAIN** by working with me?

### 2. What negative consequences do your clients **AVOID** by using your products or services?



## Ann's examples from her business:

### 1. What do my clients **GAIN** by working with me?

- **Instant access** to my industry knowledge of the legal sector as well as skills (including leadership and management) gained from my commercial experience as well as training and coaching nearly 7000 lawyers.
- **A private safe space** in which to discuss their challenges and hard issues that they face from time to time.
- **Increased income** as working with me enables them to grow their business in a supported way and gain useful contacts. This includes **introductions** to relevant business people and clients.

### 2. What negative consequences do my client's **AVOID** with my help?

- **Wasted efforts** by lack of current industry and business knowledge and expertise that could impact their business development opportunities.
- **Loneliness and overwhelm** as they do not have someone who can support them objectively in their challenges and day-to-day concerns.
- **Lack of accountability** as it is easy to be swept up in the day-to-day work and forget about working on your business. This means that business development activities can slide or they lose focus. Further they are unable to access my network of contacts and clients who also can support them in their endeavours.

## What can you do with this analysis?

You can use this information to:

- Build your personal brand and that of your legal practice – see my blog insert link to What is your Personal Brand and Why is it important
- Keep this information from the client's perspective about results focus in front of your mind.
- Attract and convert potential clients by using language that talks about their experience. You can use these answers in your marketing material you're your website and in your conversations with prospects.
- Wowing current clients and obtaining great reviews about the experience of your legal services or products.

## Where do you go from here?

Developing your business into a successful, enjoyable enterprise, which profitably serves its clients, is a journey worth making, and I offer many ways of providing you with additional support:



- My book [Business Skills? Don't be daft I am a lawyer!](#) is an ideal way to see how other lawyers have successfully built their legal businesses. It looks at the experiences of 24 legal business owners and five lawyers who have launched enterprises outside the legal sector. Also, **Chapters 3.1 and 3.2** in particular, focus on clients and expand on the exercise questions above.
- For more **interactive** support, I run many [training workshops](#) and [business coaching and mentoring programmes](#), including:
  - A 1-hour '**Get More Clients**' diagnostic planning session, which my clients have found very useful in expanding their client base with their most profitable clients.
  - A **coaching hour** to discuss the results of your analysis and your legal business to include an action plan for capitalising on this information.
  - A 2-hour **Business Development and Marketing workshop** that can be delivered over a lunch break to your legal team and is specifically tailored to the needs of your business.
  - My business coaching '**Silver Package**', which contains six **Polished Positioning Principles™** - *Planning, Potential* and current Clients, *Products* and services, *Pricing, Platforms, Power Alliances*. This provides you with a great base upon which to build and grow your business.
  - My [self-confidence training](#) and **coaching** programmes. My clients have found this useful irrespective of what stage their career or business is at.

*"I have worked with Ann for over 2 years I cannot recommend her enough. She is meticulous and thorough as well as making you think about things that won't even exist in your mind! She is an incredible asset to my business she offers support, help and advice even out of hours going out of her way to make sure you achieve YOUR best results. Ann has masses of experience and she definitely isn't the average coach! She is knowledgeable in all areas including dealing with personal issues of procrastination or other obstacles that may be challenging your business life."* **Noreen Khan Managing Director Kaiser Solicitors**

[Get in touch with me](#) today to get the support which best suits you.

## Other relevant resources to support you on my website are:

My complimentary [Documenting your Brilliance® standalone toolkit](#) Sections 1-3 if you have not already completed these.



### General Business Development and Networking Blogs:

- [Is it Time you Started your own Law Firm?](#)
- [When was the Last Time you reviewed your LinkedIn?](#)
- [Networking: How to Gain Credibility in your 60 Second Introduction.](#)
- [Networking: Three Simple Words to Create Interesting Small Talk](#)
- [A Simple Technique for Building your Personal Reputation.](#)
- [What is your Personal Brand as a Lawyer and Why is it Important?](#)

## Ann Page Business Author, Trainer and Coach for the legal profession

Ann Page, a Top 100 lawyer of the year (2003) has had a successful in-house 28-year career, working mainly in the financial sector. She switched from being a business lawyer in industry to a non-practising solicitor who teaches and coaches on business subjects in 2003. Since then, Ann has trained nearly 7000 lawyers on business skills including leadership, management and interpersonal skills. If you want to see Ann in action, [click here](#).

Ann has always been active in various professional committees and currently she is Treasurer of the Yorkshire Sole Practitioner's Group, a member of the Professional Speaking Association, Professional Speaking Academy and Leeds Law Society.

***Contact me on 07921540039 for a  
no obligation chat about your needs.***