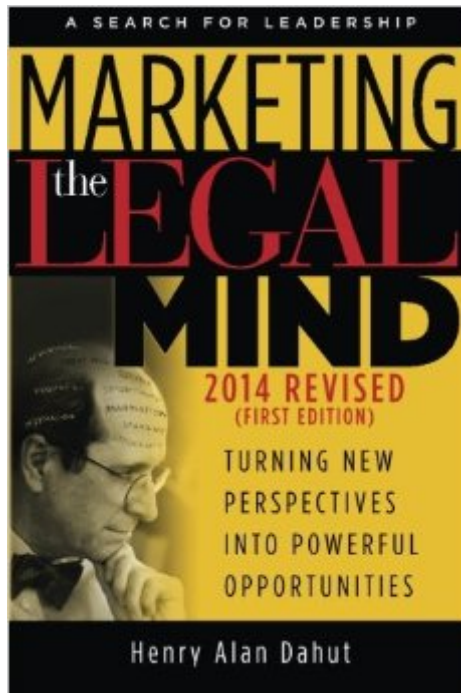


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# Marketing The Legal Mind: A Search For Leadership - 2014



## **Synopsis**

Supported by more than one hundred candid interviews with top law partners across the United States, this best-selling law practice management book reveals how law firms can become marketing giants by learning the secrets behind value-driven branding. Within a span of less than a decade, more than twelve of the nation's largest law firms, those with more than 1,000 partners between them had completely vanished. The decline and ultimate failure of these firms were not only attributable to a crisis in market conditions, it was also attributable to a crisis in firm leadership, values and brand identity. This book makes the case that value-based branding is, first and foremost, a transformative process in search of the firm's highest and most cherished values. The author argues that the old paradigm of eat-or-be eaten is destined to eventually turn in on itself and self-destruct. This book teaches us that no matter how hard a firm tries to create a compelling brand, it will ultimately fail unless the brand is a truthful and inspired statement of the firm's true character, capabilities and values. Firms with illusory brands will find it increasingly difficult to compete against more progressive firms, specifically those that have embraced the specific marketing processes behind value driven branding. Who are these progressive firms? They are young value-driven leaders committed to branding as a transformative organizational process. They measure success by how well they serve their clients legal, practical and emotional needs, the degree to which they establish caring and symbiotic relationships within the firm and at every possible contact-point the client encounters with the firm. Such firms are obsessed with delivering the highest levels of client service possible. Value branded firms are made up of change agents, unafraid of declaring their most valued beliefs and actually live by them; unity over division, peace over conquest and wisdom over cunning. These firms are made up of lawyers that view themselves as trusted counselors and in the noblest sense of the term, healers of human conflict. Watch them closely the author urges, because they are poised to redefine the profession of law. Finally, this book promises to unlock revenue potential, bring marketing goals into focus and bolster confidence for law firms of all sizes.

## **Book Information**

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## Customer Reviews

Mr. Dahut presents a remarkably insightful and highly original look at the very core of highly successful marketing strategies for legal service businesses, and, indeed, for all service-providing businesses. Beginning with the premise that marketing is an experience and a process, and not the experience of the service-provider, but, rather, the collective individual experiences and perceived value of each and every client, Dahut proceeds to disassemble this premise, examining its implications and meanings. In analyzing this premise, and the derivative notion that exceptional marketing comes from service that is primarily client-centric, Dahut delves into revealing psychological discoveries and even studies from the field of neuroscience that both support and validate his powerful premise. This work offers tremendous insight into a core notion of highly effective marketing from a gut-level, psychological perspective, that, when implemented, will lead to exceptional increases in client loyalty and retention, particularly for the small firm or solo practitioner attorney with a high degree of client contact in a highly competitive market. However, Dahut also intensely examines the signature obstacles that medium size and large firms in the service-industry confront, including the difficulties of building consensus among members and perpetuating well-needed change, and the illusion of success that often paralyzes large firms and prevents them from implementing changes in marketing structures in a pro-active manner, changes that are absolutely critical for continued levels of prosperity.

Henry Dahut's book is wonderful and thought-provoking. He persuasively explains why marketing cannot be an afterthought, and why firms must be organized around compelling visions of their charter with the client at the very center. He counsels against falling into the trap of thinking that so long as revenue is good, all is well in our world. "Somewhere along the line, lawyers have come to believe that as long as there is sufficient revenue flow, fixing and changing the exterior problems (applying the hammer) will be sufficient to keep declining service in check. In the meantime, the partners keep partnering and hope that no one notices that they don't have a clue about where the firm is going or how it will end up." His book is an antidote to such thinking, and serves as a

just-in-time wake up call. In preparing to write this book, Dahut interviewed more than 100 lawyers from firms of all sizes. He explains, up front, what the book is and is not intended to be: "This is not another "how-to" book. It won't tell you how to publish more effective newsletters or develop better brochures. It does not promise to make marketing fast or easy, nor does it promise instant results. There is no simple checklist to follow and there are no breakthrough technologies to exploit. In fact, it offers little of what you might expect from a book about law firm marketing. Yet if you read this book with an open mind and serious intention, it has the power to transform your firm and make it soar." Dahut stresses the need to be client-centric rather than firm-centric and he makes clear why we must ask clients up front what they want and why and how.

Few would dispute that the state of the legal profession has changed over the past two decades and not necessarily for the better. Law firms have lost sight of what it truly means to be of value to its clients. According to the author, the impact of this is no small matter, especially in a demanding and increasingly competitive marketplace and it is a failure that can almost always be traced back to a lack of inspired and authentic firm leadership. In his groundbreaking book, *Marketing the Legal Mind: A Search for Leadership* (revised and updated in 2014), attorney and marketing guru Henry Dahut shows us how law firms can move from a lawyer-centered practice to a client-centered one. He offers his readers a step-by-step process that can transform a firm into a thriving practice. Supporting his unique approach with accounts obtained from his interviews of nearly 100 partners nationwide, more than half of whom hail from large and established law firms, Dahut skillfully persuades readers to turn inward for the answers they seek about how to resurrect a practice that has long been lacking in depth and personal meaning. In so doing, readers are inspired to question who they are as professionals as well as who they are and want to be as people. That last question, Dahut argues, is key to creating the paradigm shift law firm leadership is in grave need of to save a floundering institution from going down the proverbial rabbit hole out of which it may never again rise. Discussing the necessity of firms to identify what he refers to as its inspired values, Dahut writes: "Marketing works best when there is no separationâ"no inconsistencyâ"between what a firm says it is and how it actually goes about its business.

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