

# The Polished Positioning Principles™

To address your market challenges

- ✓ Do you know how to target your ideal clients?
- ✓ Do you know how they want services delivered and priced?
- ✓ Are you savvy with Social Media and do you know where your potential/ideal clients hangout in the virtual world?
- ✓ Can you identify your 'power' teams to provide you with the support you need?

## COURSE DETAILS:

*Date:* 6th September 2017

*Location:* Thorpe Park Hotel and Spa, 1150 Century Way, LS15 8ZB

*Times:* 10.00 - 16.30 (Registration 9.30)

*Cost:* £250 including lunch and refreshments.

*Presenter:* Ann Page

This course fulfils the SRA Statement of Solicitor Competence sections: A Ethics Professionalism and Judgement A1, A2 and A5. B Technical Legal Practice - B1, B3 and B4. C Working with Other People - C1, C2 and C3. D Managing Themselves and Their Own Workload - D1 and D3.

## What the Programme Covers:

- P POTENTIAL CLIENTS**  
Who are they really in today's changing legal landscape? Potential, current and ideal re-examined by our unique client profiling system.
- P PRODUCT**  
Are you selling expertise, guidance or documentation? How would your ideal client want these packaged?
- P PRICING**  
Strategies for understanding how to price for maximum profit and keep within your client's budget.
- P PLATFORM**  
This includes your digital strategy with a website and LinkedIn review to ensure your brand is clear, powerful and accurately reflects what you stand for.
- P POWER ALLIANCES**  
What alliances, local and national, will be right for you and how can these help you? Understanding the power of mastermind groups to promote and support your legal practice.
-  **PLUS**  
Marketing Action Plan to approach and access your ideal clients over the next 12 months.

