

Missed Marketing Opportunities



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What do you do everyday?

- Sending e-mails and letters
- Answer the phone
- Posting to Social Media?



How do your everyday activities market your practice?


Do I know what you do if I read your **letterhead?**

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How do your everyday activities market your practice?

Can I refer you work from your **e-mail signature?**

New Message

Recipients

Subject

If you should have any questions or concerns please do not hesitate to reply to this e-mail or call our office at 508.655.5980.

Peace ☺

Justin L. Kelsey, Esq.
he/him
[\(why include pronouns in your e-mail signature?\)](#)

Collaborative Divorce | Mediation

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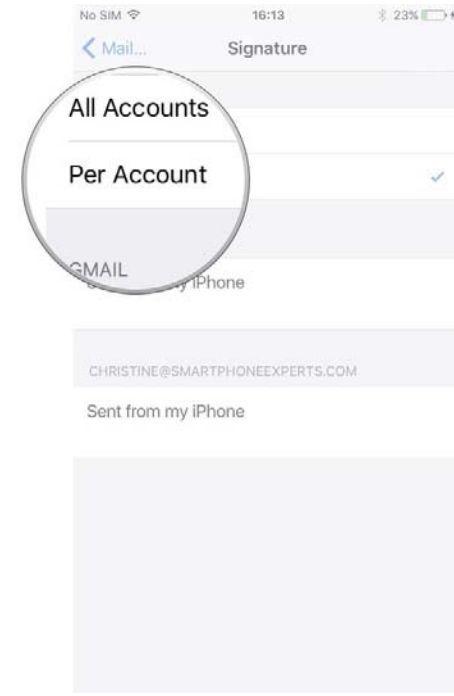
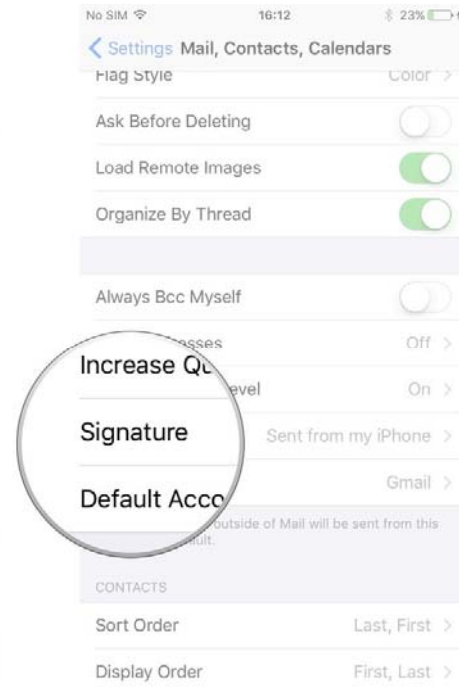
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How do your everyday activities market your practice?

What about when you send e-mail from your phone?





Every Communication is an Opportunity

E-mail Out-Of-Office Messages

- do they help you get referrals?
- are they memorable?

**Episode VIII
THE OUT OF OFFICE REPLY**

**It is a brief period of rest
for our brave Jedi
mediator, Justin Kelsey.**

**Skylark spies managed
to steal the secret plans
to the ultimate weapon,
LITIGATION, a win first
attitude with enough
firepower to destroy an
entire planet.**

**Pursued by the Empire's
sinister agents, Justin
races home, custodian of
the stolen plans for
mediation, that can save
families & restore peace
to the galaxy...**



Every Communication is an Opportunity

- How did your COVID-19 response market your services?
 - What is unique about your business during this crisis?
 - Are your offices “closed” or are you working from home?



Questions & Discussion?

