



Setting Up Fee Charging Services

Crib Sheet 2: Marketing and referrals

Test the market

- Contact people who use the Law Centre to respond to a questionnaire as to what service they want; use a public meeting to conduct a survey or ask trusted community group allies to meet to discuss whether they will use the service.
- Analyse what local law firms are doing and how their market base looks; there is a lot online. Look for who is doing what and for how much? If necessary, consider mystery shopping to research charges.
- Where will referrals come from?
- Talk to local firms. Find an ally amongst local solicitors of similar size. Can you visit them to discuss practice and process?

External challenges

Markets: Is there a client market for this work and where will it come from? Have you investigated the charging rates that are used by other providers? Do you know the different communication paths needed to promote the service to the required target group?

Different communication paths: Communication is different for any new group; how will you decide to plan your promotion and to sell the service; for example, a different leaflet or hand outs, mail shots for different audiences?

Get help: It is also recommended that the Law Centre seeks advice or help from local solicitors in any service in which staff have not previously engaged.

Referrals: When working on the next stage of business set-up, you will need a list of potential referrals to approach in this specific area of work. Examples are:

- Housing Associations; Managers or HR departments.
- Private Practice with corporate clients; e.g. employment departments
- Trade Unions
- ACAS
- Claims Management Companies
- Local Authorities HR & Legal Departments
- Local Voluntary and Advice agencies
- GP and Counselling Services
- Small businesses via local umbrella groups

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