

# HOW TO MAKE PARTNER

**Blogging made easy**  
How to turn your blog into your  
best work-winning asset





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# Introduction

Blogging, done badly, can be a thankless task.

Blogging done well, can be the best marketing asset you create to win new business.

In this short ebook you will find out:

- What 3 reasons could be stopping you from blogging well AND how to rectify this
- How to never be short of inspiration for what to blog about
- How to use your blog to generate new business, even if you are not a SEO expert

Blogging has lead me on a journey to become a global expert and best-selling award-winning author.

Where could it lead you?

*HTownsend.*

# About Heather Townsend

Heather Townsend is the leading global expert on what it takes to make partner in a professional service firm. Her clients come from every continent of the world, as well as 7 of the top 10 UK Accountancy Practices, all of the Big 4 as well as over 20 of the top 100 UK law firms.

In 2015, the ICAEW decided she was the number one online influencer for accountants. Every year, for the last three years, her clients have added over £1 million in fees to their client portfolio.

Heather Townsend is the award-winning and best-selling author of 4 books:

- The Go-To Expert;
- The Financial Times Guide To Business Networking;
- How to make partner and still have a life (coauthored with Jo Larbie); and
- 'Poised for Partnership'.

Bloggging has always been a core part of how Heather has grown her profile and built such a strong reputation globally. In fact she has amassed over 1000 blog articles since she started bloggging in 2009. Included in this book are the tips and techniques which have worked for her AND her clients.



# 3 reasons why you haven't started blogging yet

Starting a blog can be a great way of building a strong profile and generating work from your own desk. So, why don't many more lawyers, accountants or consultants do this? Or more to the point, why do so many accountants, lawyers and consultants have the intention to start a blog but never quite get around to actioning their intention? As a result I will now explore the 3 main reasons why many lawyers, accountants and consultants never quite get around to starting a blog, and therefore miss out on building a marketing asset which can deliver time and time again.

## Scared of their content going viral for the wrong reasons

A few years ago I delivered a workshop on blogging for a group of marketing managers and assistants from a very well known UK accountancy network. The aim of the workshop was to get them to blog for the very first time. Collectively they were both excited and petrified about the prospect of blogging.

So, what's scaring them? Like many soon to be bloggers, there is a fear that they will write something stupid which then could go viral around the world and bring them and their part of their practice into disrepute.

It's a very real fear which many new bloggers face, but not founded on much substance. It's actually quite hard to get a blog, article or video to go viral. Normally when something has gone viral it contains something ultra ultra topical/controversial, or highly amusing human faux pas. If you are writing something for a new blog, you are unlikely to write anything which fits this description. In the early days your challenge is to actually get it read rather than worrying about it going viral.

## Stuck for content ideas

I was on a client call with one of our clients in Toronto. In the call he professed a desire to build his profile across the industry. So, we talked about blogging. He was really up for it, until he asked the question, well what would I blog about? At this point we brainstormed for a few minutes what he could

blog about. He rapidly generated 12 great ideas to blog about which was enough content to keep him going for 12 months.

Another way of finding good content to blog about is to think about your last few client conversations. What questions did they ask you? What were they concerned about? These are great starting points for a blog post.

Personally I find it very useful to build a content plan of both WHAT I want to blog about and HOW this will help me generate more client leads. This then focuses me on what to blog about and gets over the problems of writer's block. Therefore, if you are starting a blog, take the time to build out a content plan for your first 6 months of content.

## No time to blog

Look, I get the fact you are slaving away all day (and sometimes all night) at the day job, and your billing figures are often the most important KPI for you to hit. However, if you want to ever progress your career past being a senior fee earner or set up your own practice, you will need to build your own profile. Starting a blog (and maintaining it) is an excellent way to quickly build your own profile.

You don't need to blog weekly or daily. A blog that is well-thought out and updated monthly can often be more powerful than a blog which is updated weekly.

***Monthly is a great frequency to blog if you have "no time to blog"***

# 3 tried and tested tips to turn your blog articles into client winning assets

You've written a blog post. Now what? If you are like most lawyers, accountants and consultants I know, you probably get your blog post published, possibly put a link to it on Twitter and LinkedIn, and then leave it there. As a result, failing to get the most amount of value out of your blog post. Meaning that you limit your chances of truly monetising your blogging efforts, and winning new clients with your blog post. Therefore, I am going to look at exactly what you need to blog about and then DO with your blog post in order to get the most amount of value (and client wins) out of your blog post. The advice I give here is based on how my clients have successfully used their blog to win business.

## You don't need to be an SEO genius to win clients with your blog

Firstly, you don't need to think like an internet marketer. Of course, you can win lots of clients through an in depth knowledge of keywords and SEO. But, you don't need to know how to do this if you want to win clients through every single blog post you write. Yes, seriously. Let's leave the technical aspects of internet marketing to the internet marketing folk to do. Everything I am going to tell you in this blog can be done by any lawyer, accountant or consultant who can use Microsoft Word and Outlook.

## It all starts with writing the right content

As the saying goes, garbage in, garbage out. If you just rush off 500 words without much thought as to WHY you are writing the blog post and HOW it will help your business development efforts, then you are limiting your ability right from the start to win clients. WHAT to blog is as important as WHAT you do with your blog post after writing it.

So, when you are thinking what to blog, what type of content works best?

It all depends on your route to market, how "distressed" a purchase your service offering is and the buying journey your clients need to go upon to buy from you (or your competitors). For example, if you are an insolvency lawyer or litigator, often articles

with a topical or strategic focus work very well. E.g. Insolvency trends, articles based on recent headline news.

Regardless of your route to market OR the nature of your service offering, articles which educate your potential clients that they do have a problem which they NEED to fix often work very well. Consider it the professional form of ambulance chasing. One of my former clients who are specialist auditors get the best results when they scare their readership into realising that they do have a problem which needs to be fixed.

Another way of deciding on the right type of content is looking at your business development process. Where are prospects dropping out of your funnel? Or are they not getting in at all? Or where are there common objections to working with you? Then create some content to address these problems. For example, one of my clients often lost potential clients because his prospects were concerned about damaging important relationships if they used his services. So he built a raft of content around this to allay his prospects fears. As a result he stopped losing prospects for this reason.

## Take the time to properly distribute your blog content

As I mentioned at the top of this article, most professionals don't take the time to properly distribute their blog article after they have written it. It doesn't matter whether you plan to blog weekly, fortnightly or monthly, you need to get the most bang out of your buck for writing your blog post.

# 3 tried and tested tips to turn your blog articles into client winning assets

CONTINUED

Let's assume that you've done your homework and you've decided on what to blog. In other words the content of your blog post is pitched in the right place to make a difference to your business development efforts. Now what?

- Add your blog post to your social media channels (LinkedIn, Twitter) and ask your colleagues to help you distribute your content. Don't just stick up a link, think about some introductory sentences to compel people to click on your link. After all, there is no point in posting up a link if no-one can be bothered to click the link. Consider creating multiple pieces of copy for the link so you can post up the link multiple times on Twitter and LinkedIn.
- Go through your contact list and identify who the content would be valuable to. If you have lots of contacts that would find it valuable, prioritise the main people. The people you really need to or want to stay in touch with. Think, intermediaries, key clients, internal firm contacts, prospects. Then, write a personalised

note to each person (and I really mean personalised) with a link to the post. You could ask for their thoughts on the post, see how the information in the post affects them. You get the picture!

- Create some email copy for the blog post which you then send to your contacts in the firm who have clients who would find the blog post useful. Remember it doesn't always need to be you who has to send out the blog post to people.

If you blog more than once a month, then cherry pick the best of your content or the most relevant of your content to send to your contacts.

## Be consistent

Sometimes it may take time for a blog post to turn into a client-attracting asset. Consistency is the answer when it comes to blogging to win new clients. As one of my clients found. If he stopped blogging, his pipeline started to empty 3-6 months later.

# How to write great blog content quickly

Having great blog content is a brilliant way of growing your profile and attracting the right type of clients. However, when I speak to lawyers, accountants and consultants they often tell me they are scrabbling around for content AND don't have the time to write the content.

*"I'm worried that I and my team don't have the time to maintain or contribute to a blog properly"*

## Why Blog?

I asked Jon, my business partner, on his thoughts about why every client-facing lawyer, accountant and consultant should blog. His favourite reasons were:

- Show your expertise by helping potential clients
- Develop relationships with clients and potential clients so they get to know more about you and the way you think
- Increased visits to your website, helping your Google ranking
- Give prospects a reason to purchase from you

## Time saving tips

I find that there are times when I can write easily, and times when I can't. There are some things that help me write more quickly and others that make it worse.

- **Have a blog bank:** Before publishing any, build up a bank of few blogs and aim to keep them topped up, rather than trying to type just before a deadline.
- **Know when you're more creative:** I'm far better at writing content in the school holidays when I am off with the kids. In fact, most of my content is written 3-6 months in advance.
- **Use stimuli:** After each client call write down one potential blog content idea which your client (based on your conversation) would find useful. It doesn't need to be clients that are your stimuli, it could be the media, a news

item, a conference, conversation with your colleagues or contacts...When you think of things during the day, jot down a couple of sentences about them. That way when it's writing time you simply need to expand the notes. In fact I tend to expand the notes and might write the final article another time.

- **Have a list of subjects:** Planning the things you want to blog about can help you spot things and think of ideas much more quickly.

## Use headings and bullet points

Writing down 2-3 key points as headings often allows you to be clear about your main message, then it's easier to fill in the sections.

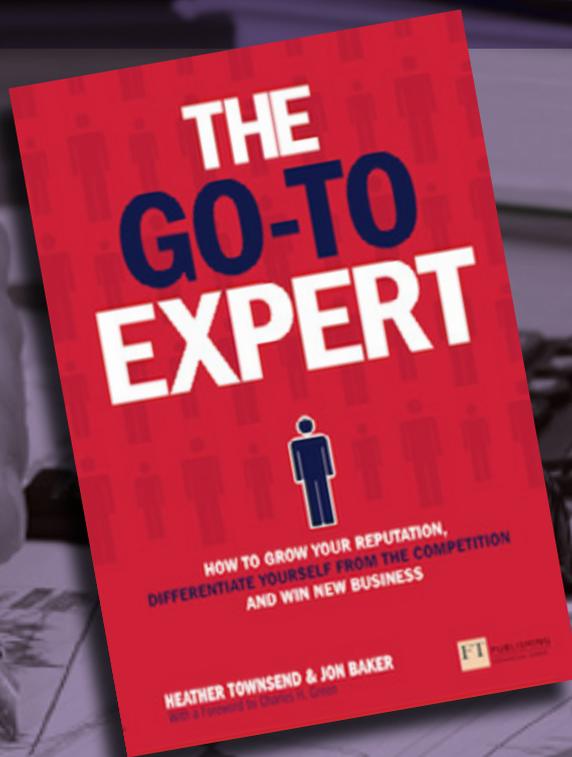
Or jot down some bullet points which will become the essence of your blog posts. Then expand the bullet points to create your blog content.

## Keep it short

It's quicker to write on one short subject than write a comprehensive paper on several things covering the entire spectrum. In fact, one of the things I see holding many professionals back from writing good blog content is trying to write war and peace in every blog post. Google likes articles to be at least 300 words, therefore, aim for 500 words for a blog article. Save the longer stuff for white papers or guides. My experience working with lawyers in particular, if you aim to write a 500 word article it means you can't get too technical and so the blog reads much better for their clients, i.e. the type of people they really want to read the article.

# HOW TO MAKE PARTNER

Want more help to  
win clients from your  
blogging efforts?



Then grab a copy of our best-selling book  
**The Go-To Expert**  
(published by Financial Times Publishing),  
and read chapter 4 and 5.

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