

7 WAYS TO WIN A LAWYER'S ATTENTION

(WITHOUT SOUNDING LIKE YOU'RE SELLING SOMETHING)

A tactical guide for legal marketers who want
to earn trust, not just clicks.

Want custom help reaching lawyers in a way
that actually works?

Email: info@legalcopywritingcentral.com

Let's make your message the one lawyers trust.



1. SHIFT FROM PITCH TO PROOF

Lawyers don't believe promises. They believe evidence.

Instead of saying, "Our platform increases efficiency," say:

"One mid-sized law firm cut admin time by 32% within 60 days of using our tool."

TRY THIS TEMPLATE:

Before: We help law firms streamline operations and reduce stress.

After: Firms like Gray & Day cut admin work by 10+ hours a week using our tool—with zero change to their billing structure.

 Swap adjectives for outcomes. Replace claims with specifics.

2. ASK SMARTER QUESTIONS

Lawyers respond to sharp, case-specific questions. Why?

Because questions feel like collaboration. Not coercion.

TRY THIS ONE:

- It's practical.
- It centers them.
- It opens the door to your solution—without forcing it.

3. SHOW YOU'VE DONE HOMEWORK

Personalized outreach = respect.

You don't have to stalk them. Just show you care enough to look.

SAMPLE OUTREACH BREAKDOWN:

"I saw your article on remote work challenges for litigation teams. We recently helped a trial-heavy firm solve a similar issue by integrating X into their stack—no retraining required."

Key here?

- Mention something specific.
- Connect it to what you offer.
- Keep it short, relevant, respectful.

4. LEAD WITH USEFULNESS

Your email subject line? Should help them win their day.

5 VALUE-FIRST OPENERS:

1. "A way to track court deadlines faster"
2. "3 billing errors we're seeing in mid-sized firms"
3. "Quick template for onboarding new associates"
4. "Tool to reduce Zoom hearing no-shows"
5. "New compliance update, simplified in 2 paragraphs"

These lines do something.

And that's what gets clicks from busy attorneys.

5. BORROW CREDIBILITY THE RIGHT WAY

Lawyers don't like name-droppers.
But they do love relevance.

✓ INSTEAD OF:

"We've worked with big firms like XYZ."

Try:

"We've helped 12 litigation-focused firms under 30 attorneys this quarter."

Or,

"One of our clients—an immigration firm in San Diego—just cut their intake response time in half."

📌 *Credibility isn't about size. It's about similarity.*

6. PLAY THE LONG GAME

Forget "book a demo" on Day 1.

Think nurture, educate, trust.

🔄 3-PART TRUST-BUILDING SEQUENCE:

1. Email 1: Problem-Solver

Send a short insight or tool tied to a pain point.

"We created a quick worksheet for billing disputes—want a copy?"

2. Email 2: Story That Feels Familiar

Share a before-and-after from someone like them.

3. "One 4-attorney family law firm started seeing results in 3 weeks..."

Email 3: Soft Ask

Don't push. Just ask.

"If this is something you're dealing with too, want to talk about it?"

📌 *Credibility isn't about size. It's about similarity.*

7. BE THE CALM

Most legal marketers sound like caffeine.

Be chamomile.

🌿 SAMPLE CALM MESSAGING:

"We know your day's full. This won't take long. Here's one small way to make it easier."

Or:

"This won't fix everything. But it might save your assistant an hour a week."

Lawyers appreciate grounded tone.

Not hype.

NOT HYPE
NOT URGENCY.
NOT PRESSURE.

🐟 BE THE BRAND THAT BREATHEES.



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