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Smarter Marketing: LESS EFFORT AND EXPENSE, MORE CLIENTS

By Ed Alexander



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Marketing a law firm takes real time and money, so it is frustrating when the results don't match the investment. After working with law firm owners across Florida for many years, the same four mistakes keep showing up. The good news is that they are all fixable without requiring a big budget or a marketing degree.

Mistake #1: The "Everyone Is My Client" Trap

The most common mistake is trying to appeal to everyone. It can seem like offering a wider range would attract more people. But in practice, it doesn't always work that way. When your message tries to speak to everyone, it ends up speaking to no one.

The most successful firms identify a specific "avatar client," which is the type of client they most enjoy working with and can serve best. They then craft their message around that client's specific problems, fears, and goals. When your ideal client reads your content and thinks, "This firm actually gets what I'm dealing with," that's when the phone starts ringing.

Mistake #2: The "Random Acts of Content" Problem

Here's the truth: consistency matters more than perfection. Clients and referral sources need to see you regularly to build sense of consistency and trust that eventually leads them to pick up the phone. A simple, structured content calendar that repurposes your ideas across platforms makes this manageable. A podcast episode becomes a LinkedIn post, a newsletter article, and a short video clip. One idea produces multiple touchpoints, without reinventing the wheel every week.

Mistake #3: The "Show Up Everywhere" Misconception

It can be tempting to try and show your messages across all platforms such as TikTok, Instagram, Facebook, LinkedIn, YouTube, Pinterest, etc.

The smarter play is to pick one or two platforms where your avatar client actually shows up. For most attorneys serving business or professional clients, that's LinkedIn. For consumer-facing practices, Facebook often works better. YouTube is a solid choice for firms willing to invest in video. And every firm, without exception, should also fully complete and regularly update their Google Business Profile. Build that foundation before spending a dollar on paid advertising.

Mistake #4: The "More Ads = More Clients" Mistake

When leads are slow, it's tempting to throw money at advertising and hope for the best.

PATHWAYS TO LAW FIRM TRANSITIONS

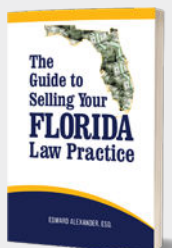
Alexander Business Law helps law firm owners transform their practices into ones they actually enjoy, into assets that are worth more than they are today, and into a source of lasting retirement security. Whether you want to transfer your firm to a trusted associate or partner, to sell to an outside buyer on your own timeline, to create a profitable law partnership, or to grow by acquiring another practice, we build a clear plan around the goal that matters most to you. We guide you through every stage of your firm's transformation or transition, from knowing its value today, to a smooth closing that protects your legacy, your clients, and your team. Take the first step toward a practice that finally works for you. Call us to stop grinding and start living.

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Selling your Florida Law Practice

Failing to plan your exit is one of the most costly mistakes you can make. Our guide explains the sale process and shows you how to estimate the value of your firm, how to prepare your firm for sale, and much more.

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Standing Where History Was Made: **TWO DAYS** *in* **NORMANDY**

By Ed Alexander

*Most of us have seen the movies and read the books.
But nothing prepares you for actually standing there.*

I've been a World War II history buff since high school. I've read books, watched documentaries, and seen *Band of Brothers* and *Saving Private Ryan* more times than I can count. So, when our 2026 vacation plans landed in France, I lobbied hard to include Normandy, and I'm so glad I did.

Faith and I made the trip with our friends Bill and Laura. We hired a private guide through Overlord Tour Company, and it turned out to be one of the best decisions of the entire vacation. Our guide, Antoine, met us at our chateau just outside of Bayeux at 8:30 a.m. sharp and kept us moving for ten hours for two full days.

Day one focused on the Omaha Beach sector and the American Cemetery. Day two covered the paratrooper drop zones and Utah Beach.

The invasion itself was the largest single military undertaking in history to that point. Nearly 160,000 Allied troops crossed the English Channel on June 6, 1944, supported by almost 5,000 ships and more than 13,000 aircraft. And it was far from a sure thing. The Germans had spent years building the Atlantic Wall, a massive system of fortifications, bunkers, and artillery positions stretching along the coast, and the Allies had to break through it under direct fire.



Recreation of the famous "paratrooper on the church" during the D-Day invasion June 6, 1944.



Pointe du Hoc at the edge of the English Channel west of Omaha Beach in Normandy, France.

Two moments were especially moving.

The first was standing on Omaha Beach at low tide, the same tide level as during the landings. Looking up at the surrounding bluffs, you could still see the concrete machine gun and artillery bunkers staring down at the open sand below. There was almost no cover on that beach. The soldiers who crossed it did so under withering fire. Our guide told us that a single German machine gunner was responsible for roughly 400 Allied casualties that day. The math is staggering. The bravery is incomprehensible.

The second was the American Cemetery for the honored dead from the Normandy campaign. It's an absolutely beautiful place and, though it was crowded with tourists



WWII American Cemetery in Colleville-sur-Mer in Normandy, France.

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and high school groups, you could have heard a pin drop when taps was played and the flag was folded.

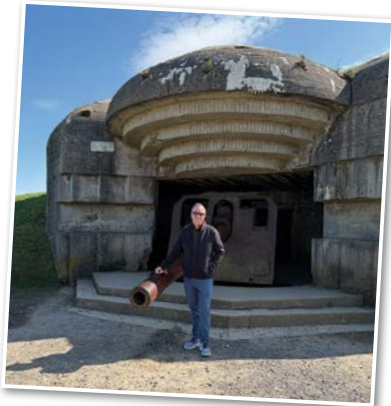
Day two began with the flooded fields that the paratroopers faced when they dropped in the night before the beach landings. Many drowned in fields the Germans had deliberately flooded, their heavy gear pulling them under in just a few feet of water. We also visited the town square of Sainte-Mère-Église, where a famous photograph captured a paratrooper caught on the church steeple. We arrived during their VE Day parade and celebration, which added a wonderful, festive energy to the morning.

By the end of each day, we were completely spent in the best possible way.

If you get the chance to visit Normandy, do yourself a favor and hire a private or small-group guide. Antoine turned what could have been a long drive between roadside markers into one of the most meaningful travel experiences of my life. □



Ed with one of the many concrete caissons still on the beach near Arromanches in Normandy. They were used to create the protective Phoenix Breakwaters for the D-Day invasion.



Ed standing in front of a German gun bunker at Omaha Beach.

Ed, our friends Bill & Laura, and our guide, Antoine, at a farm near Sainte Mère Eglise which was a stronghold of the Germans. Ed holds a 101st Airborne Division Flag.



QUOTE OF THE MONTH

Summer is a good time to remember to:

"Never get so busy making a living that you forget to make a life."

— DOLLY PARTON

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Smarter Marketing: Less Effort and Expense, More Clients

But spending more on ads before you have a clear message and a defined avatar client is like watering weeds. The budget disappears with little to show for it.

Effective marketing starts with clarity. You need to know exactly who you serve, what problem you solve, and why a client should choose you over every other firm on the list. Once that foundation is in place, advertising amplifies it beautifully.

The Bottom Line

Great law firm marketing is not about chasing the newest trend or copying what competitors are doing. It is about knowing your ideal client, showing up consistently in the places they spend their time, and delivering a message that actually resonates. Get those things right, and growth follows naturally.

If you are a law firm owner in your 50s or early 60s who has built something valuable over the years, now is exactly the right time to think about what your practice is worth and how to protect and grow that value. We help law firm owners do just that, whether they are ready to sell in the next 12 to 18 months or just starting to plan ahead.

Call us at (407) 649-7777 to learn how we can help you build a partnership that protects your firm and everyone involved. □

— Ed

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YOUR REFERRALS MAKE A DIFFERENCE

This month, we'd like to thank **Ben Glass, Esq.** & **Ken Hazouri, Esq.** for believing we are the right firm to help their friends and business colleagues. Your support gives us the ability to reach more individuals and make a positive difference in their lives. If we can help anyone you know that needs our services, please send them our way!

A Personal Message from Ed Alexander

As I write this, Faith and I are just back from our month-long vacation. We took a transatlantic cruise to Europe and then spent two weeks in France. We planned it almost two years in advance and included so many activities that I almost need a vacation from the vacation!

In *Die With Zero*, Bill Perkins says the memories of travel are enjoyed for many years afterwards, especially in our old age. For these reasons, I encourage every law firm owner to take the time to enjoy life now. Don't wait. Tomorrow is never guaranteed.

- Ed



*Stories of People Just Like You Who Have Reinvented
Their Businesses in a Way that Serves Their Lives*

**Read about how our client saved
himself from a disastrous tax
problem and potential litigation
when the employee left.**

The succession plan for your law firm is one of the biggest choices you will have to make regarding one of your most valuable assets. Failing to plan for your inevitable exit from your firm is one of the most costly mistakes you can make. Yet attorneys everywhere often put off succession planning until it is forced on them by life. **An unplanned exit will be an unprofitable exit.**

Request this booklet to see how your fellow attorneys successfully exited from their firms, the methods they utilized, and the benefits they achieved. And how you too can stop doing work you don't like, keep doing work you love, and finally enjoy your firm and your life.

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