

**Q&A with  
John Bowers QC**

**An interview with**

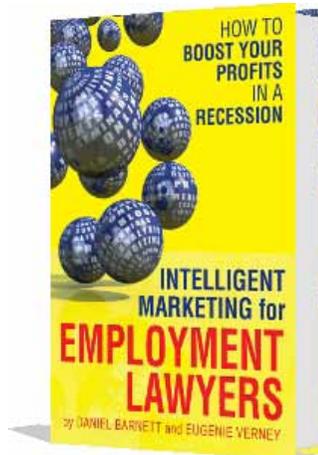
**Daniel Barnett & Eugenie Verney**

*authors of **Intelligent Marketing for Employment Lawyers***

# **This ebook is all about Intelligent Marketing for Employment Lawyers**

**the new book by Daniel Barnett and Eugenie Verney**

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Available from [www.intelligentmarketingforlawyers.co.uk](http://www.intelligentmarketingforlawyers.co.uk)

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# Introduction

We put ourselves in the hot seat and invited John Bowers QC to quiz us about our new book—*Intelligent Marketing for Employment Lawyers*—and give you a taste of why we wrote it and what’s inside.

You’ll find his questions and our answers in this ebook...

## John Bowers QC

John is one of the UK’s premier employment barristers. He works for both employers and employees, and his landmark cases include a European Court of Human Rights application on the employment of gay servicemen, and the largest-ever ET application—by 12,000 retained firefighters—which went to the House of Lords.

He has written 15 books, including *Bowers on Employment Law*, now in its seventh edition, and *The Law of Industrial Action*, and is a frequent contributor to the *Law Society Gazette*, *New Law Journal* and the *Industrial Law Journal*. He is also an editor of *Atkins Court Forms*.

John is a former Chair of the Employment Law Bar Association, a member of the Standards Board for England, and now sits as a Recorder on the Midlands Circuit and a Bencher of Middle Temple. He is an Honorary Professor at the University of Hull.

He took silk in 1998 and is a barrister at Littleton Chambers.

**John Bowers:** *Daniel, whose idea was this book and how did you come to write it together?*

**Daniel Barnett:** Well, I've long thought there was a big gap in the market because—like so many employment lawyers—I'm lucky enough never to be short of work. So I decided just to write down everything I've been doing over the years about how to market myself and to market my practice, and to try to do it in a way that would be attractive to a firm of solicitors rather than the Bar. I've aimed to set out all the hints and all the secrets for generating work I've picked up over the last fifteen or so years.

I approached Eugenie Verney, who is a very good friend of mine and is a marketing professional. She's got a Masters degree in employment law, so she knows the market well, and she agreed to help me co-write it. It's taken us the last twelve months of working very, very hard together to get it out in print.

**John Bowers:** *Why particularly now?*

**Daniel Barnett:** There's never a bad time for improving your marketing, but at the moment we've got the Legal Services Act that's coming into force very shortly, which means that all firms of solicitors are going to have to up their game in order to compete with the likes of 'Tesco Law' and a de-regularised profession. We're also slowly coming out of recession, so a lot of firms who've been suffering with their property work and their corporate work have been putting extra effort into employment work in the past twelve to 24 months, and dedicated employment lawyers are going to have to make sure that they're well-positioned to take on those firms in the next few years.

**John Bowers:** *Why should an employment lawyer buy your book rather than a less expensive generic marketing book they can pick up off Amazon?*

**Eugenie Verney:** What we've done is filter out a lot of the irrelevant material in those marketing books — and there are as you know hundreds and hundreds of them available on Amazon. We've gone through them and picked out the best bits, bringing together the cream of traditional and new marketing ideas. We've looked at how they work specifically for employment lawyers. There are no comparable legal marketing books available and indeed few—if any—similar one-stop marketing books available in the UK. There may be some in the United States, but very few in the UK.

**John Bowers:** *Is it just for employment lawyers?*

**Eugenie Verney:** No—most of what we say will work for all areas of law. For example, we picked up one review of our first accompanying ebook from [Tom Kane](#), who is a leading legal marketing blogger in the States. He's noted in his blog that what we're saying applies to everybody, not just to employment lawyers. But we chose employment law because that is Daniel's specialist field and also because that's the area of law I know most about.

**John Bowers:** *But isn't your book really just of use to smaller solicitor practices?*

**Eugenie Verney:** Not at all. Almost all our ideas are relevant to most sizes of firm, and indeed to chambers as well as solicitor practices. Even Magic Circle firms with in-house retained marketers may get some fresh insight from many of the ideas we're putting forward because nobody has brought them together in one book before.

**John Bowers:** *And Daniel, why have you self-published?*

**Daniel Barnett:** If we couldn't market our own book then we shouldn't really be the people writing this title! It's a very niche market and we're trying to use the lessons we teach in the book to market the book itself. We're only looking to sell 200, maybe 300, copies and we are able—largely through the mailing list I run—to market that to employment solicitors. We decided we didn't need to pay a publisher 80 per cent of the book price in order for them to do it for us.

**John Bowers:** *Why have you put your Resources section on your website and not in the book? Why not just have endnotes or a reference section?*

**Eugenie Verney:** We wanted to make it a bit different, and this book is breaking new ground in many ways. By having the Resources section on the website as a downloadable PDF, we're making far more information available to readers of the book than we'd have been able to do just by putting it in the book. We can update it regularly, we can add to it, and we can invite people to come up with their own ideas: if they find a source of particular interest, we can add it to the Resources section. As far as we're aware this is a first in legal publishing and in marketing publishing. What we're also doing is making it available to everybody. It's not dependent on you buying the book—anyone can go to our website and access the Resources section. Obviously it's going to make much more sense to you if you have got a copy of the book in your hands, but we're giving away a lot of free information.

**John Bowers:** *And why have you picked the eight law firms that you have selected?*

**Daniel Barnett:** They're the best! We've got absolute top firms like Lewis Silkin involved, telling us a lot of secrets about how they market themselves so successfully. We've got a formidable US firm that makes British firms look like meerkats in comparison when it comes to attracting work. We've got input from two very successful claimant no-win, no-fee firms, a mid-tier regional firm as well as a selection of employment consultants such as Vista, who are very well known in the north of England and are taking a large segment of the market away from solicitors. This book shows how to get it back!

**John Bowers:** *Does somebody need to read the whole book, or can they dip in and out?*

**Eugenie Verney:** They can just dip in and out but what we're doing is recommending they do complete the first five chapters in sequential order because these cover the basics, such as why this is the right time—as Daniel has already outlined—how to get the best from your existing clients, referrals and testimonials, who your ideal client is. And, very importantly, copywriting and making sure you're putting across your ideas in the best possible way. But thereafter, you can dip in and out—this is definitely not a text book!

**John Bowers:** *Why have you included Action points throughout the book? Why not just let readers draw their own conclusions?*

**Eugenie Verney:** We do have Action points, but they are optional. What we've done with them is take the theory we're outlining in the book and letting readers put it into practice in really practical ways. We've made them all very easy to follow. What they do is allow the reader to apply universal ideas to their own particular circumstances. We've made them very tight and very focused and easy to do.

**John Bowers:** *Is it all about what you know, or who you know?*

**Daniel Barnett:** It's very much about who knows you. We've focused to a large extent in the book on how to raise your profile within your local geographic or business community, including contact with journalists, and new internet-related ways of marketing rather than traditional advertising. But a lot of marketing is simply about getting out and doing it. There are some key things that everyone who's good at marketing should do and it's sitting down, finding the time to do them, and getting on with it.

**John Bowers:** *Could your critique of actual solicitors' websites offend some firms?*

**Daniel Barnett:** Beyond a shadow of a doubt! We've got a couple of chapters on how to build websites effectively and one of the chapters entails taking websites apart. We've got screenshots from a lot of solicitors' websites, and we go through them and deconstruct them, offering constructive criticism where we can. You're going to have to buy the book to find out which firms we offer the most constructive criticism for! It's all done with a view to helping firms improve their marketing.

**John Bowers:** *What do you think of the Littleton Chambers website?*

**Eugenie Verney:** It does exactly what it says on the tin. It makes it very clear to visitors that you are at the top of your game and you are one of the leading sets. Your News section is a great deal better than most that we've seen and is up to date. You're very business-focused and benefits-orientated. There are one or two technical glitches that I picked up, but they're very minor.

**John Bowers:** *Is Twitter a waste of time?*

**Daniel Barnett:** Eugenie and I don't agree on this so we'd better both answer! I think Twitter is a complete waste of time. Anybody who looks at Twitter isn't going to be somebody with the power to instruct most of the time. Anyone who looks at Twitter has very little to do. Twitter is there essentially to let stalkers see what Stephen Fry is doing at any given moment of the day and is of very little use for attracting work. There are some firms that put regular Twitter feeds up there simply saying, 'oh look, a new case has come out' which is dull, uninteresting, and you can't really teach law in 140 characters. It's a waste of time.

**Eugenie Verney:** I disagree somewhat. I believe that in the fullness of time Twitter is going to be seen as a very legitimate marketing tool. Certainly in the United States it is being used more and more and more, and one of the pioneers of that is a legal blogger called Kevin O'Keefe—a lawyer in his own right—and he makes an interesting comparison. He makes the point that if people who can't see the benefit of Twitter had been around in the days of Alexander Graham Bell, they would probably have been saying, 'what's

that new-fangled device? Shouldn't you be getting on with your work?' So I think it does have a place, and interestingly, the High Court has now used Twitter to serve an injunction, on someone who was Tweeting under the same name as a blogger. It's having practical uses, and you need to buy the book to see what these are as far as I'm concerned—and you'll also see Daniel's complaints about it!

**John Bowers:** *I enjoy meeting clients socially or at evening events. Do you deal with that?*

**Daniel Barnett:** We do deal with that at some length. John, I know how phenomenally good you are at networking! Personally, when I go to a social event, or a lecture or a party, I just want to shut myself in the cloakroom and hope that nobody talks to me and I don't have to talk to anybody. One thing that I've come to realise, though, is that everybody suffers the same feelings of unease at the first contact and you have to force yourself to get out there. Invite potential clients for lunches, talk to people at parties. We've got some very good techniques in the book about how to overcome what is essentially an irrational anxiety, and just get talking to people.

**John Bowers:** *I notice you don't say much about advertising. Why's that?*

**Eugenie Verney:** We don't believe that conventional journal advertising is a particularly effective way of communicating in the 21st century. The emphasis has very much shifted away from what's now known as 'interruption' marketing, which is where the advertisement comes up and interrupts whatever you're doing, as you see on television or in a magazine. We're now moving into a way of marketing which is down to two-way conversations, so that the would-be client is involved and is not just being marketed at. However, we do discuss advertising and we do show the best way to advertise if you are going to do it, both online and offline. But we don't feel advertising should play a major role any more.

**John Bowers:** *A lot of the ideas in the book come from America. Why's that?*

**Daniel Barnett:** It's a great place! America is way ahead of us in terms of marketing. A lot of what US marketers say wouldn't work over here, but they do have some very, very good ideas and we've tried to adapt them for a British market, without going over the top.

**John Bowers:** *You're giving this ebook—and others you're producing—away for free. Why's that?*

**Eugenie Verney:** Because we believe that sharing ideas freely is part of this whole new approach to marketing that we have taken in this book. The ebooks are not just plugs for the book. The first ebook is called *Ten Marketing Mistakes Lawyers Make*. This is the second in the series, and we are producing two more. We've made them freely available from our website and downloading them is not dependent on anybody giving us any information at all. We're doing that simply to reach a wider audience and there are practical ideas in all of the ebooks—including this one—which people can take away and put into practice. We recommend in the book offering a mixture on your website of completely free information like our ebooks and some information that requires handing over contact information first. It's all part of the new approach to marketing we explore in detail, and we think it's effective because we've had an awful lot of downloads!

**John Bowers:** *The book is quite expensive at £165. Why would people spend that amount?*

**Daniel Barnett:** We're confident that our ideas are going to generate a lot of revenue for a lot of firms at the expense of people who don't use these marketing ideas. Inevitably a few people aren't going to like the book, but we want everybody to be happy and that's why we're giving you a full year to look at it, use it, and return it rather than just the thirty days most publishers offer. And here's a special treat: if you're reading this, use referral code cougar253 when ordering from the [website](#) and you'll automatically get a £20 discount.

**John Bowers:** *And finally, if I could do just one thing to boost my business, what should it be?*

**Daniel Barnett:** We've got a section in the book called 'What would you do if we gave you a magic wand?', where our eight featured firms actually answer that question and say what they would do if they had a limitless budget and one wish to be granted. John, you're going to have to buy the book to find out what their answers are!

# About the authors

## Daniel Barnett

Daniel Barnett ([www.danielbarnett.co.uk](http://www.danielbarnett.co.uk)) is a practising employment barrister widely recognised for his marketing skills. In 1999, he launched the Employment Law Bulletin mailing list and was the first UK lawyer to make widespread use of email for marketing purposes. The following year, he launched the UK's first legal email content service ([www.emplawservices.co.uk](http://www.emplawservices.co.uk)), helping many firms of solicitors build up a substantial employment law practice. In 2006, he was the first UK lawyer to make use of telephone and video webinars, going on to co-found CPD Webinars ([www.cpdwebinars.com](http://www.cpdwebinars.com)) in early 2007. **Intelligent Marketing for Employment Lawyers** is his eighth book.



## Eugenie Verney

Eugenie Verney ([www.eugenieverney.com](http://www.eugenieverney.com)) has a Masters degree in employment law and is a professional mainstream and online communicator. Her extensive experience spans print and broadcast journalism—including The Guardian, Daily Express, Granada TV, and the BBC—commercial and public sector marketing, PR, copywriting, and corporate communications. She works with businesses and individuals to identify how best they can reach their clients using a mix of traditional and web-based marketing methods and guides them through putting theory into practice with tailored communications training and support.



We hope this interview with John Bowers QC has been useful and it's given you a good preview of what our book is about...

**But of course we've only scratched the surface**

*Intelligent Marketing for Employment Lawyers* shows you **why** this is exactly the right time to raise your marketing game and **how** to blend a range of tried-and-tested tools with new online strategies for an **unbeatable edge!**

**PLUS** easy to follow how-to **action points** throughout!

**PLUS** invaluable insight from **eight high-profile employment law firms!**

**PLUS** online **Resources** for each chapter with links to even more great advice!

**But don't just take our word for it!** Here's what they're already saying about *Intelligent Marketing for Employment Lawyers*...

'Detailed "how-to" guidance enabling employment lawyers to stay one step ahead of the competition.'

— *Rustom Tata, Partner, DMH Stallard LLP*

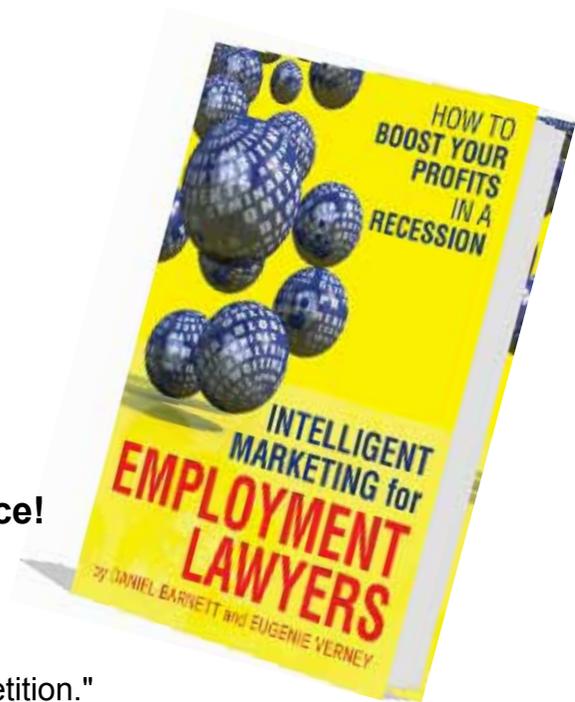
'The law firm profiles add a dimension a standard marketing work can't compete with... the real question is whether you can afford NOT to digest this book's advice.'

— *Kate Sandison, Senior Associate, Osborne Clarke*

Inspirational and compelling... full of practical guidance for employment lawyers who want more clients. In the current climate this book is a "must read"!

— *Marc Jones, Partner, Turbervilles*

**Intelligent Marketing for Employment Lawyers is a full-colour, 416-page hardback!**



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