



Actionable Predictive Science to Recruit and Retain Clients

Critical to the success of every legal practice is recruiting and retaining clients, and maintaining their loyalty to your firm. How can you do that, in today's time-restricted environment? Can science help you do better?

Supposition: In today's economy it is easy to blame external forces for declining case load, engaging new clients, and client retention. This is the "new normal." It is clear we must learn to adapt to this new reality in order to grow our practices. You don't have enough time with clients. So... how do you best communicate with prospective and current clients to build and reinforce loyalty and trust? And are you delivering those effective marketing messages which best differentiate your practice from the rest of the pack? Our science gives you an empirical, battle-proven, scientific, data-driven way to customize your value proposition to each of your clients.

How it's different: Through a new, award-winning science called Mind-Genomics we have created a way to present your current and prospective clients a unique set of 'triggers.' These triggers generate instinctive, positive responses to help you build business. Mind Genomics divides your clients into mind-set segments, not based on who they are, but based on what specific communications motivate them. These motivations may be unstated; Mind Genomics identifies them. No longer do you create one message and deliver it to everyone. Rather, through Mind Genomics you communicate with each client in the language and content that resonates with that individual.

How you recruit and retain clients using Mind Genomics: iNovum scientifically, empirically identifies the most critical mind-sets of your client, the way your clients want to be communicated with, and correlates this information with the prospect's propensity to engage your services. Mind-Genomics turns into an actionable scientific tool which enables your law firm to immediately communicate the right message to the right person.

How: Once we develop the specific Micro-Science for your firm, we uncover 3-4 very simple questions that your client answers early in the engagement process. These responses will place them in a mind-set group, cross-referenced to propensity to engage your services. You no longer communicate in the traditional "one message to many" but to a more granular specific message which resonates with each of your individual clients or prospects.

Why this works: The underlying science of Mind-Genomics gives predictive insight into the dynamics of marketing and communication. The absolute simplicity of identifying the mind-set of your prospective clients through a simple interaction increases the likelihood that you create a higher level of engagement and resonance. You should be able to know how to deal with your client from the very beginning of your prospect dialogue - what resonates, what doesn't. In essence, you use the Mind Genomics science to help you to win your client, and then help your client to win.

Protection: Mind Genomics is covered by multiple patents, with an impeccable 43 year scientific and business development history. The author of the science is Dr. Howard Moskowitz. A simple search on Google® will show the range of science, applications, and awards.

Scalable: Your specifically tailored Micro-Science is established in 96 hours, anywhere that clients can be located. Intervention (mind-typing) to acquire your client prospects can be done on the web, in-person or at any contact point in 5-10 seconds.

Affordable:

Standard pricing models: monthly subscription or per-click fee rates are available to ALA Member Practices

Track record: Dozens of examples, beginning with foods, and then financial services, health services, insurance, retail sales, automotives, charitable giving, and many others, including successful use in jury trials.

Professional recognition: The international research society Sigma Xi recognized the underlying science, Mind Genomics, as the most innovative science in 2010, awarding it the Walston Chubb award. The science has been recognized dozens of times and is explicated in hundreds of scientific papers. Mind Genomics is described in detail in the world-wide business best seller, *Selling Blue Elephants: How To Make Great Products That People Want Before They Even Know They Want Them* (Wharton School Publishing, written by Drs. Howard Moskowitz and Alex Gofman, translated into 13 language).

For a Malcolm Gladwell TED speech: http://www.ted.com/talks/lang/en/malcolm_gladwell_on_spaghetti_sauce.html
1.6 Million Views www.iNovum.com www.SellingBlueElephants.com

For further information contact Dr. Ken Rotondo, 1-518-669-3016 krotondo@inovum.com