The KonMari Method to Effective Law Firm Marketing

Legal marketers can take a cue from Japanese organizing consultant Marie Kondo, whose KonMari method essentially boils down to taking stock of everything you own and then eliminating whatever fails to bring you joy, writes Bruce Vincent of **Muse Communications**.

That means figuring out what you're using to do your job and getting rid of anything that doesn't help you accomplish your firm's marketing goals.

He begins by extolling the virtues of lists, especially contact lists. He offers some tips about how to organize and maintain those lists of contacts for maximum efficiency.

The article also discusses the value of – and methods – of organizing and maintaining digital files. It ends with a plea for avoiding distracting clutter in an office, an approach Marie Kondo would heartily endorse.

Read the article.