

# Elevare Edge: Weekly Tip



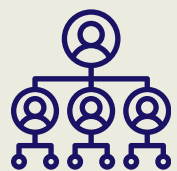
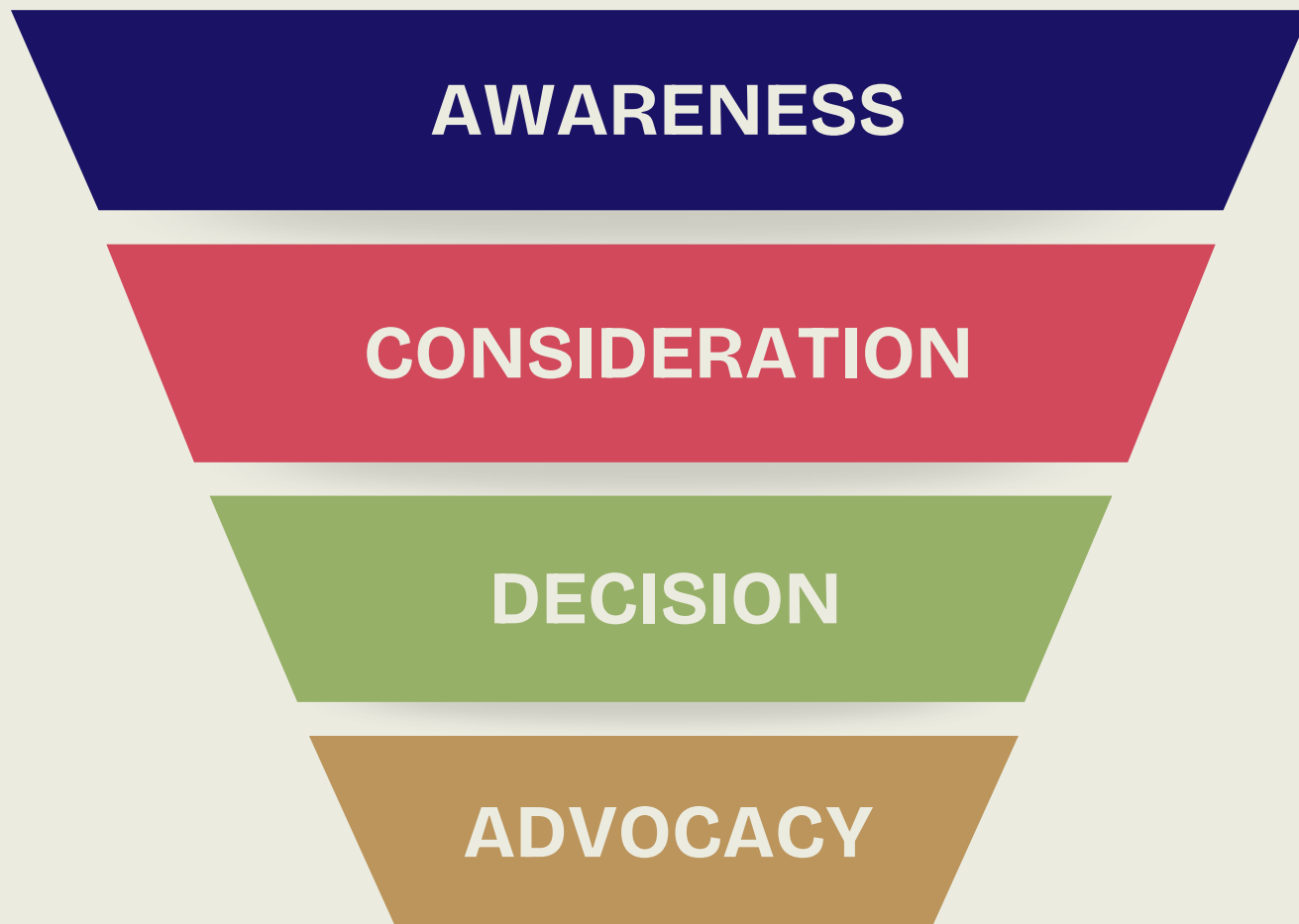
How to turn your prospects  
into trusted clients?

**UNLOCK THE POWER OF  
REPUTATION FUNNEL  
TODAY!**





# What is a reputation funnel?



## **AWARENESS (The Authority)**

"This lawyer is the expert."



## **CONSIDERATION (The Relevance)**

"This lawyer solves my kind of problems."



## **DECISION (The Conversion)**

"I'm calling them first."



## **ADVOCACY (The Multiplier)**

"You have to use my lawyer."

## STAGE 1: AWARENESS



**TAKEAWAY:**  
Frame, don't just announce.



Your ranking or win  
isn't the news.

The **client problem**  
**you solved** to earn  
it is.

## STAGE 2: CONSIDERATION



### TAKEAWAY:

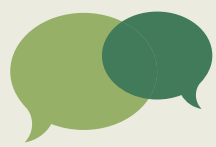
Tell case stories, not just wins.



A "win" isn't a headline. It's a **Problem-Strategy-Outcome** story.

A potential client must be able to read it and see **their own challenge**.

## STAGE 3: DECISION



**TAKEAWAY:**  
Create conversation.

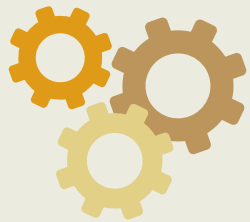


Don't "post and pray" for the phone to ring.

Proactively send your **article or case story** to a high-value prospect.

It's not a sales pitch; it's an **essential advisory update**.

## STAGE 4: ADVOCACY



**TAKEAWAY:**  
Systematize referrals.



Don't just send a holiday card.  
Implement our "**Client Listening**" process.

Use the positive feedback to ask: "Who else in your network is facing this same challenge?"



**Stop broadcasting.  
Communicate with  
purpose and start  
converting.**

Ready to build a  
Reputation Funnel that  
optimises your BDM  
efforts?

**Contact Elevare Asia today.**

### **Contact Us**



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