

# Elevare Edge: Weekly Tip

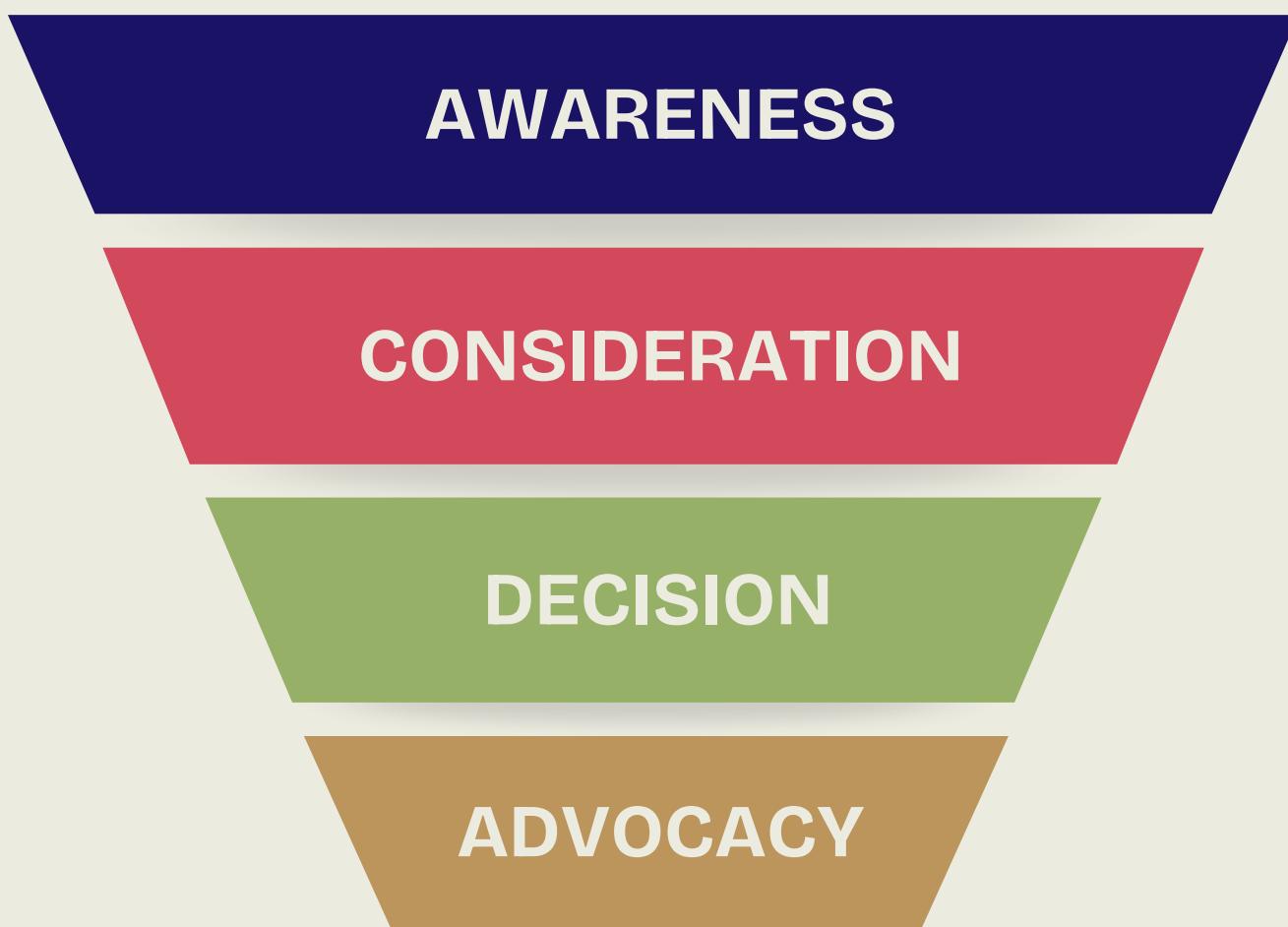


**How to turn your prospects  
into trusted clients?**

**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."



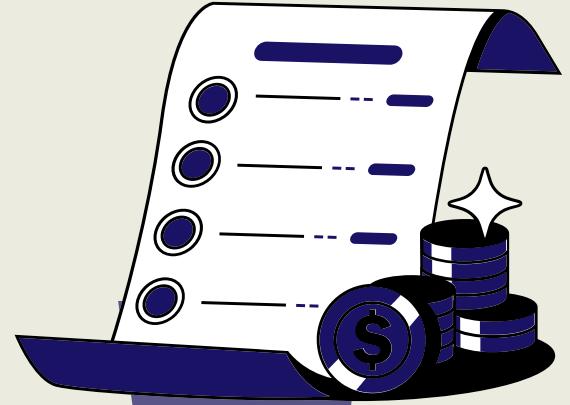
## **ADVOCACY (The Multiplier)**

"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.

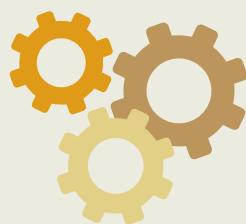


Don't "post and pray" for the phone to ring.

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**



**Vivien Goh** ([vivien.goh@elevareasia.com](mailto:vivien.goh@elevareasia.com))  
**Iris Wang** ([iris.wang@elevareasia.com](mailto:iris.wang@elevareasia.com))