

## 3 Ways for Your Law Firm to Stand Out From the Competition

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

One of the questions our clients struggle the most with when it comes to marketing their law firm is “**How do I differentiate my law firm from my competition?**”

In [Practice Made Perfect](#), our 90-day business development program for attorneys, we cover 10 specific ways to differentiate your services. Here are 3 of them:

**1. Create a micro niche.** In these days of hyper-specialization, it’s NOT about “mass marketing.” It’s about “micro marketing”—creating a micro niche that best positions you as a specialist. If you developed a tumor on your brain, you would go to an oncologist specializing in neurosurgery, not a general practitioner.

It’s the same way with law firm marketing. **You must position yourself as a specialist, not a generalist.**

One way to do this is by focusing on a very defined niche. For example an intellectual property attorney could say, “I concentrate on helping inventors and owners of small software development companies in Los Angeles with less than \$1 million in revenues protect their intellectual property and develop creative ways to generate multiple revenue streams from their invention.”

Creating a micro niche, or focused target market is critical to your success as a small law firm.

**2. Focus on solutions and results.** Too many attorneys try to sell their legal services. Attendees at my [Rainmaker Retreat 2 day law firm marketing boot camp](#) program are surprised when I tell them that people don’t buy legal services! **People buy solutions to their problems.** They buy results, not your services.

When meeting with a prospective client, emphasize the benefits you offer to clients and the value you bring through your specific expertise with their kind of legal problem. Discuss the results you have achieved for other clients, but be careful not to overstep the ethical boundaries or promise results based on someone else’s case. **There’s an old adage “Facts tell. Stories sell.”** While your colleagues may be thrilled to know all about how you found a loophole for your client, don’t forget to meet the needs of your client by focusing on the solution.

**3. Build an online presence.** The Internet has changed everything when it comes to law firm marketing and how consumers select law firms. Many attorneys either don’t realize or aren’t willing to admit that most savvy individuals will check them out online before they ever finalizing their decision.

In fact, current research shows that **78% of consumers trust peer recommendations**; only 14% trust advertising. An online presence today means not only a website, but also immersion in Social Media – blogs, video, Facebook, Twitter, LinkedIn, Avvo and more.

As another old adage goes: Fish where the fish are.

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### **Phoenix Attorneys: Learn About Social Media at June 23 Legal Networking Group**

Join us next Wednesday, June 23, when Stephen Fairley will address a meeting of the [Phoenix Legal Networking Group](#) about integrating social media into a law firm marketing program.

Learn:

- Practical tips for attorneys just getting started on social media
- Case studies from law firms currently using social media
- Why social media is a fundamental shift in our communication method
- What's working and what's not for law firms
- How to start tracking your results
- 8 steps to get started with LinkedIn
- How any attorney can use Avvo to get more business
- Ways to quickly boost your Avvo score

The event will be held from **4-6 p.m. on Wednesday, June 23 at Monti's, 100 S. Mill Ave. in Tempe**. Cost is only \$15 per person.

To register, click [here](#). The Phoenix Legal Networking Group is sponsored by [FindLaw](#), [Attorney at Law Magazine](#) and [The Rainmaker Institute](#).

Stephen Fairley, M.A., RCC, CEO

Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

[Stephen@TheRainmakerInstitute.com](mailto:Stephen@TheRainmakerInstitute.com)

Phoenix Main Office

Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

He has appeared in the American Bar Association Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines.

Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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