

Positioning in Law Firm Marketing: Do It Well or Not At All

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<http://www.TheRainmakerInstitute.com>

Positioning is one of those little-known and less understood law firm marketing ingredients that can make a very big difference in the success of your law firm marketing approach.

But only if it is done well.

Positioning is the unique place your firm carves out for itself in your area of practice.

It is the perception your firm wants to instill in the client's mind.

It defines how your services are different from and how they are like the competition

It spells out what place you hold in the competitive landscape.

In essence, it defines how you practice your particular area of law and why clients should choose you (by the way, you can have more than one positioning statement if your firm practices more than one area of law).

But positioning is only valuable to your law firm marketing strategy if it is done well.

All too often, positioning in law firm marketing is used to make your firm look, sound and act like every other law firm in your field of practice.

Like many business people, attorneys sometimes think there is only one "right" way to position themselves in the minds of clients.

The problem is, if you look, sound and act like every other firm, you give clients no reason to choose you. In fact, if all firms were exactly alike, there would be no reason to choose at all. One firm would be the same as the next.

The truth is that **there are unique reasons why clients should choose your firm.**

Perhaps it is because you specialize in a little-served niche that no one else serves.

Perhaps yours is a personal injury firm with long-standing connections to the automotive industry that enable you to settle sooner and for a higher amount.

Perhaps you serve as an elder care advocacy firm and you make a point of getting to know your clients on a personal level.

In each of these examples, there is something unique about the firm that would be meaningful to the end client. And that is the point.

If you want to increase the return on your law firm marketing investment, spend some time clarifying your law firm marketing positioning.

In fact, that's what I'm helping the attorneys who are attending our [Rainmaker Retreat](#) do right now, during our last event of the summer in Las Vegas. Check back here for the Fall 2010 Rainmaker Retreat dates to be announced shortly.

Can't Make It to a Rainmaker Retreat? Then Have One Delivered to You!

Over 7,000 attorneys from hundreds of law firms across the country have discovered how to generate more referrals and find new clients by simply applying our Rainmaker Marketing System.

Here's just a sample of what you will discover in our [Rainmaker Retreat Live! 6 CD set](#) audio program:

- Over 22 proven strategies for attracting more and better clients
- How to create powerful relationships with over 30 new Referral Sources in the next 90 days
- 7 ways to find more clients fast and how to select the best ones for you
- 2 ways to promote your firm to 100,000 people for only \$100
- 5 ways to automate your marketing using technology and the Internet
- 6 secrets top Rainmakers use to dominate their competition
- 8 steps to creating a 6-month comprehensive marketing plan for your firm
- Much, much more!

This live recording of our highly successful 2 day law firm marketing boot camp will inspire you with practical examples, motivate you with sample case studies, walk you through best marketing strategies used by top Rainmakers, and provide a guide for you to quickly implement proven tactics in the next 30 days. You will also get the same 70-page marketing manual used at all our Rainmaker Retreats.

Click [here](#) to order your copy of Rainmaker Retreat Live!

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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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