

Law Firm Marketing: 9 Keys to Identifying Your Ideal Client

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Not all clients are created equal, especially when it comes to law firm marketing. **Neither you nor your firm can be all things to all people.** Nor should you ever try.

There are clients whom you're uniquely qualified to help, clients who can afford your fees and clients who can bring you repeat business. To effectively conduct law firm marketing, you need to know who your ideal client is.

Below I've listed **9 keys to help you determine your ideal client.** I suggest that you answer these questions as specifically as you can. Ask yourself, "If I had my druthers, what would I most like to focus on with my clients and what types of clients seem like a perfect match for me?"

Here are the 9 keys:

1. **Who's your ideal client?** (Think in terms of age, profession, gender, education, interests, marital status, family size, hobbies, and lifestyle.)
2. **Who can afford your fees?** How much can they afford? What's your value to them?
3. **Who could be a good long-term, repeat client?**
4. **What qualities, characteristics and values do they have?**
5. **What are you helping them accomplish?**
6. **What are their issues, challenges or pain?**
7. **What is it like working with them?**
8. **Who could be a good source of referrals for these ideal clients?**
9. **Who is NOT your ideal client?**

Spend some time thinking about these questions and answering them as carefully, as specifically, as you can. When you finish, you'll have laid a **strong foundation for all your legal marketing strategies.**

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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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