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Legal Marketing Strategies: The Legal Specialization Model

By Stephen Fairley

When it comes to legal marketing strategies, there are five main components emanating from an “action” core that I discuss in my [Rainmaker Retreats](#), like you see below. In today’s post, I will discuss these five and their core in a bit more detail.



Expert Positioning: Media and Market Specialization. To differentiate yourself from your competitors, you should develop an expertise and begin positioning yourself as that recognized expert, by using the media and by targeting a specific practice niche.

Create Your Success Team. Every successful attorney recognizes the importance of having a quality team that supports their success. You should consider who you need on your team; how to find them; and how to train them to help you grow and prosper.

Automate Your Marketing System. To free up your time and your staff's time and to ensure that your marketing is on-going, it's important to automate all that you can, by using technology and the Internet.

Building Your Platform. Your "platform" is the number of people you communicate with on a regular basis (prospects, clients, and referrals sources). The size of your platform is directly proportional to the size of your bank account. There are several proven methods for increasing the size of both.

Referral Relationships and Networking. There are several different strategies to find referral sources and a process for actively cultivating those resources.

Action Orientation. Knowledge without action is just . . . well, knowledge. Nice to have, but ineffective in helping you achieve that lifestyle law practice you desire. So you need to put this knowledge into action and the sooner, the better.