



[How to Create an Effective Positioning Statement for Your Law Firm](#)

by [Stephen Fairley](#)

The goal of an effective positioning statement in your [law firm marketing](#) strategy is to clearly define what perception you want to instill in your clients' minds when they think of how your law firm practices a particular area of law. In the end, your law firm marketing positioning statement must be:

Unique – it must clearly differentiate you from your competitors and your other areas of practice

Positive – it must create a positive image in the clients mind.

Memorable – While your clients certainly do not have to know or recall the specific words you use to describe your unique position, the key ideas should come through loud and clear.

Use these 5 steps to create your law firm marketing positioning statement:

Step 1: Know and Understand Your Competition

- Names of law firms
- Names of their partners
- Which services they do and do not provide
- How much they charge (per hour, any retainer size)
- Who they target with their legal marketing efforts
- Approximate annual revenues
- Which law firm marketing techniques they use to find clients
- Growth strategies
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Step 2: Know How the Top 3 Position Themselves

- Elite?
- Inexpensive?
- The biggest firm in the region, in the field?
- Highly-specialized?
- Bi-lingual?

Step 3: Know Their Strengths and Weaknesses

- Do they have a reputation for settling out of court or do they litigate more often than your firm does?
- What is their win-loss record?
- What do they do better than you do?
- What do they not do well?
- Where are they vulnerable?

Step 4: Identify What is Unique About Your Area of Practice Relative to the Competition

Once you know your competition very, very well, the next step is to use that information to clarify how you are:

- Different
- Better
- Faster
- More responsive
- More experienced
- Smarter

Step 5: Articulate Your Position in Two Sentences or Less

When you are able to clarify your law firm marketing position in a concise manner, it is easier for you, your associates to remember it, articulate it, emulate it and use it to guide your law firm marketing messages.

That is where the greatest value comes. The result is a consistent, clear voice that guides your interaction with clients and your [law firm marketing](#) efforts.

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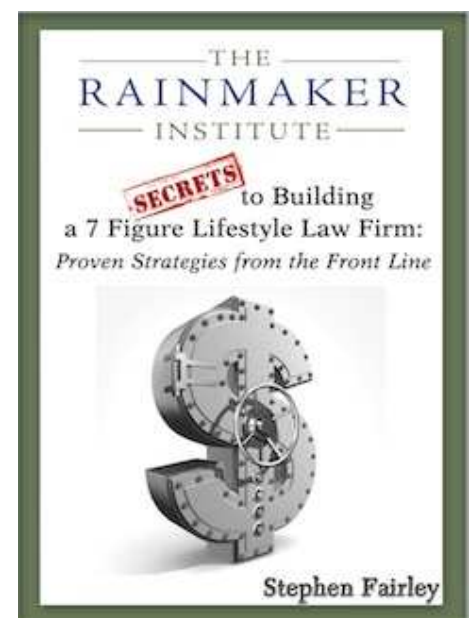
Secrets to Building a 7-Figure Lifestyle Law Firm: Proven Strategies from the Front Line

At The Rainmaker Institute, we define a "7 figure lifestyle law firm" as one that allows you to have the lifestyle that you want to live!

It's more than just money or achieving a million dollars in revenue.

It's about creating a lifestyle where you do what you love and building a business around your core values and interests.

In this recording of an interview between **Stephen Fairley, CEO of The Rainmaker Institute**, and nationally recognized attorney **John Bisnar**, Stephen asks John to share with us some of the secrets he has used to create a law firm that allows him to **go into the office only one day a week** and take, on



average, **3 to 4 months of vacation every year** - all the while managing a **very successful, multi-million dollar law firm!**

You will receive either a **CD or MP3 recording, plus we will email you a PDF transcript** of the interview.

This interview will help you discover:

- The difference between a **law practice and a business**
- How to **identify superstar employees** to help you run your business
- The difference between an **Office Manager and a Business Manager**
- The **7 essential systems** your firm must have & how to implement them
- How to micromanage the **client experience**
- Critical **keys to success**
- And much more!

Click this link now to order [Secrets to Building a 7-Figure Lifestyle Law Firm: Proven Strategies from the Front Line](#)



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 8,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical

Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.

After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.



Stephen's work has been noted and quoted in the American Bar Association's 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. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information Please go to:

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