

## **MARKETING MISTAKE: *Focusing On Services and Features Instead Of Benefits and Results in Law firm marketing***

By Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Marketing Mistake #6 is focusing on services and features rather than benefits and results. I came across law firm websites the other day that listed on their home page more than 20 different “packages, programs, and services” along with all the different pricing structures they offer to businesses.

This is ridiculous! People don’t care about the different programs and packages you offer. If the truth was told, they don’t really care that you're licensed, certified, registered, or accredited.

They expect everyone they work with to be competent, just like they expect every product they buy to be a quality one. When it comes to doing business with you, your clients only care about three things:

The **Benefits** they receive.

The **Value** they perceive.

The **Results** they achieve.

Highly-successful attorneys don’t sell their services as part of their law firm marketing plan. Instead, they focus on selling the benefits they offer, the value they provide, and the results they achieve.

Your service is simply the tool or the process you use to solve problems and to achieve the results. Don’t focus on the process of small law firm marketing—focus on the results, the benefits, and the value you bring to the situation.

Let's say you're an attorney who in your marketing your law firm targets high net worth females. Instead of saying you “help people prepare for their retirement,” focus on the value you provide and benefits you offer by stating:

*“I work with high net worth females to help them create a comprehensive financial plan, allowing them to feel safe and secure about their retirement years while providing for their children so that they can continue to lead healthy, productive, and confident lives.”*

As an attorney who specializes in small business employment law, don't focus on creating a comprehensive list of all your services. Clearly identify your ideal target market, small business owners with revenues of \$5MM to \$50MM, recognize their points of pain, and tell them how you help them resolve their pain.

*“Our law firm concentrates in helping small business owners avoid 20 common mistakes when hiring and firing employees and limit their risk of facing costly litigation or negative press.”*

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Stephen Fairley, M.A., RCC, CEO  
Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

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

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.

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