

Law Firm Marketing: 4 Ways to Find Your Niche

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

These days in the legal profession, it's especially true **you can't be all things to all people**. Not only do you have incredible competition, but you're also facing very savvy legal consumers.

So what's a small law practice or solo practitioner to do?

Niche your practice. And here are 4 ways to do it:

1. **Service Niche:** labor/employment, complex litigation, immigration, healthcare, IP, etc.
2. **Industry Niche:** transportation, construction, energy, real estate development.
3. **Geographic Niche:** LA-based, Southern California, Chicagoland, the DFW Metroplex.
4. **Specialty-Market Niche:** privately held companies, Fortune 500, physicians, white collar executives, blue collar construction workers, Spanish-speaking only, developers, commercial lenders.

As you enjoy your Independence Day holiday, I encourage you to take some time to seriously consider how you can niche your practice. It's the way to true independence -- helping you to stand above the competition, attract more of your ideal client, make your practice more lucrative and your life more enjoyable.

This law firm marketing tip – and many others – are what you'll learn at our 2-day law firm marketing boot camp called “The Rainmaker Retreat.” To attend my next one, see below.

Put a Rainmaker Retreat on Your Calendar

If you are interested in building a lifestyle law practice through effective law firm marketing, then come to one of our upcoming Rainmaker Retreats:

- July 30-31, 2010 Los Angeles, CA
- August 6-7, 2010 Las Vegas, NV
- October 8-9, 2010 New Brunswick, NJ

We would like to send you a DVD of your colleagues (and even your competitors) describing their experiences at our 2-day law firm marketing boot camp, the Rainmaker Retreat. Click [here](#) to order your complimentary DVD right now.

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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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