



## Strategies to Help You Get FOCUSED... and RAINMAKING!

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### *Business and Profits Come from Disciplined Business Focus*



We are dedicated to an industry that is constantly evolving. The market changes. Our clients' needs grow. Our expertise gets sharper.

As legal providers we **MUST** keep up with these constant changes by getting - and staying - **FOCUSED**.

Focusing on the services you excel in will **lower operating costs, increase client loyalty, and raise profits**.

#### **Strategy 1: Get Business Focused.**

How well do you know your market? How broad is it?

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Take the time to think about the types of clients and markets you want to serve. Keep your focus narrow, concentrating on industry and market specialization. **Clients will pay a premium for an attorney who can provide genuine industry expertise.**

Get started with this strategy by running an industry-based seminar, writing an article for an industry journal, or act as an industry commentator for the press. Getting business focused will help you successfully deliver your message to the same group of people in different ways.

### **Strategy 2: Develop a Service Focus.**

If you really want to get in on a niche market, you need to become a **SERVICE SPECIALIST and offer a select menu of services**. You can do this first by becoming an expert in your field and charging a premium price for your services. Or, second, carefully pick and choose a handful of high-profit margin services. For instance, sometimes lawyers earn good profits on simple routine activities that they sometimes use to subsidize the more complex - and less predictable - cases.

While generalized services are much more likely to result in discounting, there is potential for attorneys to offer a streamlined service that includes a limited number of routine services at a discount.

### **Strategy 3: Client-Type Focus.**

As we all know, there are good clients and there are bad clients. **Focus on the types of clients you can serve successfully - and for profit!** The goal is to find groups of under-served clients what match your skills and talents.

Rainmaking success will come from working all of these strategies - not just one or two. And remember, your goal is to pinpoint highly profitable niches you can **DOMINATE**. These niches will ultimately be your best sources of **GOOD CLIENTS** and even **BETTER PROFITS**.

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