

## [Law Firm Marketing In Action: BISNAR | CHASE Illustrates The Sixth Key to Becoming a Recognized Expert](#)

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<http://www.TheRainmakerInstitute.com>

Sometimes the planets align perfectly to illustrate a point.

My 6th and final strategy for Becoming a Recognized Expert is **Position Yourself as a Specialist, Not a Generalist**. And last night as I was preparing this, the perfect example fell into my lap.

BISNAR | CHASE is one of the nation's top ranked personal injury law firms based in Newport Beach, California. We've been proud to call them a Rainmaker client for over three years. John Bisnar has attended our Rainmaker Retreats and has been kind enough to provide his [testimonial](#) as to what his firm has gained from practicing our law firm marketing principles.



Last night, **Brian Chase was featured on a Los Angeles Fox News special report on defective car seats**. The segment highlighted the ever growing problem of automobiles equipped with defective seats as well as two lawsuits handled by BISNAR | CHASE. They've posted a clip on their website – you can see it [here](#).

BISNAR | CHASE has done a masterful job of positioning themselves as specialists in complex and economically significant personal injury and car accident cases. And again, I'm talking about specialists in a marketing sense here. **Landing a feature as a legal expert regarding automobile defects on a major market news telecast is a huge win**, and I am sure they are going to be promoting it like crazy to take full advantage of the big spotlight that just got shown on their firm.

**Being a generalist is one of the most deadly mistakes that attorneys make** for a number of reasons. First, it's much more difficult to get referrals. If you say you do anything from IP to PI, they're not going to send you any referrals because they figure there's no way someone can be that good in every single area. You want to specialize because it gives you more credibility. You generate more referrals and you **get more money for your services because you can charge higher fees when you're perceived as a specialist** versus a generalist.

There are several different ways that you can specialize:

- By client industry
- By client revenue size
- By geography

- By specific services

**The most powerful way to specialize is when you do a combination of all four**, when you're specialized by industry, size of revenue, geography, and by the specific services that you offer.

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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.

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