

## 5 Steps to Make Your Law Firm Unforgettable

by [Stephen Fairley](#)

No one likes to be forgotten, but how many law firms can say they are top-of-mind when prospects need a lawyer? Here are 5 steps you can take to own that important piece of mindful real estate:

- 1. Focus on the question that every client wants to know: What's in it for me?** At the end of the day, clients are only interested in what you can do for them. Your job is to tell them what your service can do for them personally and remember- they do not want to spend time looking for the answer. The answer to this question must be one of the first things your clients see on your website and in your firm-wide communications. If your clients are going to remember you, you must first answer the question "What's in it for them?"



- 2. What differentiates your service from everyone else?** For every service you provide there are hundreds if not thousands of other attorneys who can provide the same services that you can. So why should someone hire you versus your competitor across the street or down the suite? In other words, what is your UCA-your "Unique Competitive Advantage"? What can a client get from you that they cannot get from anyone else? Perhaps it is your credibility or the creative way you bring solutions to your clients. You must determine what differentiates your firm from anyone else and market that point. When creating your UCA, one of the keys is to not use either quality or service. The reason is that every attorney says they provide quality and service (even though we know they don't). Therefore quality and service have become meaningless when it comes to differentiating your service because every client expects quality and service and will not do business with any attorney that doesn't have both already. Your

UCA must be creative, yet accurately reflect who you are, what you offer that no one else does, and most importantly directly addresses the challenges of your target market.

**3. All of your communication must be emotionally impactful.** Anyone can quote statistics or develop an advertisement on a cognitive level, but the most effective way to ensure a lasting impact on your clients is to communicate with them on an emotional level. You must find their "pain." What is it about their business, life, family, time, or environment that is causing pain? Are they not working or working too much? Is their business growing too fast or too slow? Is their family falling apart? Do they have a hard time tracking their employees? Find their pain and communicate with them on an emotional level about how you can help heal their pain and make their business, life, family, time or environment pleasurable.

**4. Distinguish your benefits from your features and communicate them clearly.** Features are what your service does. Benefits are why your client needs your service. For every feature you have, you must tell your client what the benefit is. Is your firm better, faster, guaranteed or more personal? Will your service create more clients, decrease turnover, or increase profit margins? These are all great features, but you must tell your clients how this benefits them specifically.

**5. Reduce the risk of working with you.** Many of our clients work at small law firms that have services similar to those at larger, more established firms. Why should your potential client buy your service over the big firm's service? Are they taking a risk with a firm that may not be around 5 or 10 years from now? Is it just because you offer a lower price?

While no one can predict the future of your firm, the savvy attorney recognizes the need to develop creative ways to reduce the risk of their clients in working with them. How could you lower the risk of your clients if they are concerned about working with a solo practitioner or a small law firm?

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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 9,000 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 10 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.

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 33 countries. 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 or to purchase one of Stephen's law firm marketing products click here.

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