

Legal Marketing Strategies: 10 Different Ways to Create a Unique Competitive Advantage (UCA)

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A **Unique Competitive Advantage (UCA)** answers the questions: Why should we hire you versus your competition? What's unique about your firm and your services?

Here are 10 ways you can begin answering those questions:

1. **Benefits.** What are the benefits of working with your firm as compared to working with others? What do you do that other firms refuse to do to better serve their clients?
2. **Value.** Compare your costs versus how much money you save clients. How have you helped other clients take better advantage of opportunities or avoid legal liability? What are some specific ways you are constantly looking out for their best interests? What are the core values of your firm and how do you demonstrate these values?
3. **Results.** What are some specific results you have obtained for clients in the past? What is your win/loss record? What do you do to achieve better results than your competitors?
4. **Solutions.** Give an example of a creative solution you found to a client's problem. How did you come up with it? What happened because of your creative solution?
5. **Individual Partners.** Remember, people don't buy legal services from law firms; they buy legal services from attorneys. People don't say, "Go talk to my law firm," they say, "Go talk to my attorney." What is different about your partners than in other firms?
6. **Service.** How do your clients describe the way you treat them? What's an example of how you went out of your way to better serve a client? How do you demonstrate exceptional client service on a regular basis?
7. **Industry-specific Specialty.** Position your partners as leading experts in a specific industry, not as generalists. To be a generalist for most attorneys is the "kiss of death." Go deeper, not broader. Have industry specific marketing materials.
8. **Clients' Feedback.** What do your best clients say about you? What would they tell someone else about your services and how you've helped them? Do you have a long list of very satisfied clients that prospects can speak with? Do your clients refer other clients to you on a regular basis?
9. **Credibility.** What is your firm known for in the industry? Talk about how your partners are profiled in the media or are industry experts. What are 3 reasons why your prospects should perceive you as a credible expert?
10. **Visibility.** How visible are your partners within an industry? Do they regularly speak at top industry events? Are they a nationally-recognized expert? A published author? What happens when prospects type their names into Google?

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