

5 Easy Steps to Create Your Law Firm Marketing Plan Step 1, Part A

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<http://www.TheRainmakerInstitute.com>

1. Identify Your Ideal Target Market

If the truth is told, this may be THE MOST IMPORTANT SECTION of your law firm's marketing plan. You can have the highest quality service, the biggest offices, or the most associates, but if cannot clearly identify who your "ideal target market"—the perfect person/company for your service—you will never build a successful law practice!

It is virtually impossible to spend too much time or energy learning about who your ideal target market is. You want to discover everything you can about them because this can give you the extra edge you need to rapidly attract paying customers and win out over your competitors.

You may have more than one ideal target market for your services. If so, you should complete this for each of them, but try to limit yourself to no more than 1 or 2 target markets because more than that can quickly become overwhelming.

When Developing a Profile of Your Ideal Client Consider:

- Who You are? (Think in terms of roles, values, personal qualities, and who you are to others.)
- What are your natural gifts and strengths?
- What have you experienced in your life and career?
- What specialized training have you received?
- In what areas are you already well-connected?
- What areas do you feel uniquely qualified to serve your clients?
- Where are you perceived as an expert?
- How do you bring out the best in others?

As you begin determining whom you most want to work with and what you love to help them with, keep in mind the unique value that you offer.

Identifying your Ideal Client. Just as someone using a dating service might make a wish list of what he/she would be looking for in a potential partner. Make a wish list of what you are looking for in your clients. Don't be afraid to be specific here. Most new attorneys hesitate about choosing a target market or niche because they don't want to rule anyone out. You can't possibly serve anyone and everyone on anything and everything. So don't even try. If you had your druthers, what would you most like to focus on with your clients and what types of clients feel like a perfect match for you?

Who's your ideal client? Think in terms of age, profession, gender, education, interests, marital status, family size, hobbies, and lifestyle.

- Who can afford your fees? How much can they afford? What's the value to them?
- Who could be a good long-term, repeat client?
- What qualities, characteristics and values do they have?
- What are you helping them accomplish?
- What are their issues, challenges, or pain?
- What is it like working with them?
- Who could be a good source of referrals?
- Who is NOT your ideal client?

The point is to create a comprehensive profile of everything you know about your markets because the more you know about your markets the easier it is to identify them and market to them.

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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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