

Law Firm Marketing: How to Get Discovered by Prospects

Article By:

Stephen Fairley

Columbus Day is a particularly good day to think about new discoveries. Having just returned from a Rainmaker Retreat this past weekend in Orlando, I am reflecting a lot on a topic of interest to every attorney: how to stand out from the crowd and get discovered by prospects.

Carving out a niche for yourself is one of the best ways you have to keep and attract clients. When the economy is dicey, I realize it's tempting to take on anyone who walks through the door. But now is exactly the time NOT to do this...to build an area of specialization where you outshine your competitors and are able to build a stable base of clients for now and the future.

Here are the benefits to positioning yourself as a specialist:

- Significantly higher rate of referrals.
- Can charge higher rates.
- More opportunities to offer clients more expensive services.
- Better client retention.
- Not perceived as a commodity.
- Value is based primarily on credibility and expertise.
- Better positioned to get positive media coverage.
- Easier to dominate your niche.

Of course, the niche you choose needs to align with your expertise and there should be a need in the marketplace for those services. What draws prospective clients to you and your services? Keep track of your inquiries and see if they don't begin to naturally fall into one or more groups. If they do, you already have a base from which you can start building your niche practice.

Becoming aware of these commonalities is a way to let your niche find you, which in turn helps you develop your law firm marketing strategy around promoting your area of expertise and specialization.

© The Rainmaker Institute, All Rights Reserved

National Law Review, Volume II, Number 283

Source URL: <https://natlawreview.com/article/law-firm-marketing-how-to-get-discovered-prospects>