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Law Firm Marketing: How to Recognize and Replicate Your Ideal Client

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How often have you wished that you could clone your ideal client? It's not science that will get you there, but marketing intelligence that can show you the way to attract and retain more of your ideal client.

First, you need to know exactly who your ideal client is. Ask your accounting person to create a spreadsheet listing each client and their historic profitability.

Second, examine that list carefully to see which of your current or past clients made it a practice to refer business to you.

Third, take that group of profitable, referring clients and see what common characteristics they share. More than just demographics – age, income, zip code – look for commonalities in industry, causes they support, interests they have, shared legal issues, etc.

Now you have what you need to create an ideal client profile.

Once your ideal client profile is created, you can focus on strengthening the areas of your practice that will attract these ideal clients, and targeting your law firm marketing efforts at drawing them in.

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