

# Law Firm Marketing: How to Avoid Empty Suit Syndrome

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**Why do so many attorneys fail at marketing their practices?** It all comes down to one simple truth: with a product, the customer can see it, touch it, taste it or feel it. The senses combine to help the customer decide to make the purchase.

**But what does the customer have to go on when purchasing a service?** Generally speaking, only your words in various forms of law firm marketing, and the words of your satisfied clients.

Specifically speaking, a service purchase cannot be fully evaluated until after the service has been performed. Unfortunately for the consumer, there are no money-back guarantees on legal

representation.

Once you understand these differences, you are in a better position to develop the kinds of marketing strategies that work.

**Do not falsely assume the client will use rational parameters to evaluate your services before purchasing.** The client is as likely to pick you because of your office décor as any other rational reason.

The average client is ill-equipped to use your credentials, education and experience to evaluate your suitability, mostly because the average client does not see a difference from one lawyer to the next.

The legal services field is becoming intensely competitive and will continue on that path, and consumers are likely to carry on as they always have, choosing attorneys for all sorts of reasons that have nothing to do with skill.

Therefore, **it is very important to effectively market your services in ways that are actually related to the way your typical prospect buys your services.**

According to the LexisNexis® Martindale-Hubbell® [Attorney Selection Research Study](#) released in September, 76% of consumers use online resources to search for an attorney. They use search engines, visit online legal forums, use online directories, visit law firm websites and blogs and use social media sites.

So if you're not there – if you are not effectively marketing your legal services -- you simply do not exist to prospects looking for a lawyer.

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