

Law Firm Marketing Rules for 2013: Out with the Old, In with the New (#5 of 5)

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2013 is almost upon us, and one of the things you should shed with the old year is any antiquated ideas you may have about law firm marketing. This week, I am listing five of the most common “old rules” and giving you new legal marketing rules to live by in the new year.

Old Rule #5: Look to your competitors to succeed.

In the race to be perceived as equals, small law firms have done their level best to erase the lines between them and their larger brethren. The result is an inability to self-differentiate. Ask two partners, one at a small firm and one at a large firm, what makes each of them unique, and they’ll both likely give you the exact same response.

New Rule #5: Only the specialists will survive.

In this new economy, you must clearly stake out your ground: who you are, who you serve, and how you specialize is increasingly vital to your survival. Identify your uniqueness and emphasize it everywhere. Train every person from your partners to the receptionist how to answer the Big Question: “Why should I hire you?”

Read the rest of the series:

[Law Firm Marketing Rules for 2013: Out with the Old, In with the New \(#1 of 5\)](#)

[Law Firm Marketing Rules for 2013: Out with the Old, In with the New \(#2 of 5\)](#)

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