

## Be That Guy: Why Differentiation Matters

Article By:

Stephen Fairley

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The ad above was clipped by one of our TRI writers as an interesting illustration of using a ubiquitous point of pain to differentiate yourself in your marketing efforts.

The ad is for a roofing company that obviously knows its target market. Because you only call roofers if you really need your roof fixed. It's usually an emergency situation, not one you can let lapse over a period of days. It may be that you need that roofer on the job for you RIGHT NOW. And nothing is more frustrating than having to wait for that call back.

So this roofing company markets itself as "the guys that call you back." Brilliant. If I have ever had a problem with my roof and found it difficult to get it fixed immediately (i.e., almost every homeowner), then this company just made a connection with me. They have created an almost irresistible USP (unique selling proposition) for people that need a roofer.

Here are five steps attorneys can take to create differentiation that will resonate with clients who need

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the services you provide:

## 1. Create a USP

A USP is an **absolute must-have** for any business, especially a law firm. Your USP is a list of benefits or the number one benefit that you can offer potential clients that your competition can't. Choose a unique feature of your law firm and tell your potential clients why it is so beneficial to them and focus on it in every area of your law firm marketing.

Make it a compelling offer or guarantee that answers the question – “*Why should I do business with you instead of the other lawyers in town?*” **It needs to address your target market's point of pain**, just like the roofing company did. This will put you at the top of their mind when they need the service you provide. Create a memorable catch phrase to present your USP in all your law firm advertising and marketing material. Consistently using the same phrase will create an association between you and your message in the minds of potential clients. Make sure you keep it short, simple and concise.

## 2. Specialize

You can't be all things to all people, so develop expertise on one particular topic. This topic should also be the focus of your USP. Your USP should become your mantra and you should use it in everything you produce. Put yourself out there, write articles, write a book, become a local expert in the media on your specialty.

This strategy doesn't appeal to all potential clients, *but then again, you shouldn't try to appeal to everyone!* This approach will attract clients who value your knowledge and expertise over your prices. Having a specialty is an easy way to assert your uniqueness and announce to potential clients how dramatically different you are from your competition.

## 3. Be First to Proclaim Uniqueness

Being the first to declare your individuality from the pack gives you a clear advantage. Until your competition follows suit, you are the **ONLY** one claiming to be different from all the rest. You are the client's clear #1 choice!

## 4. Make an Irresistible Offer

An effective USP boldly declares big benefits and illustrates your exceptional service. You have to promise potential clients something so valuable they will never even think of calling your competition. It must grab their attention, so even though they don't need your services now, when they do in the future, they will remember you.

Studies have shown that some of the most motivating desires we have are for tranquility, vengeance, fairness and social justice. Choose one of these key desires, hone in on it and appeal to it in your USP. Try to evoke an emotional connection with the audience that will make your offer irresistible.

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## 5. Give Social Proof that Clients Prefer YOU

Use testimonials from previous clients in your legal social media marketing. They validate your claim that you can help potential clients get what they want. Testimonials make it easier to market yourself because someone else is doing all the talking. Even in states where the use of testimonials is prohibited in law firm marketing, you can still use them in materials you send to prospective clients after they have initially contacted you. These responses are priceless for marketing your firm to potential clients.

These five steps will help you uniquely position yourself as the expert and #1 choice for anyone looking for an attorney in your practice area.

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