



Niche/Industry Marketing[®] Worksheet

What industry or focused niche practice should you focus on?

Target audience must be appropriate to the size and nature of your firm

- What's your niche/love? _____
- What work do you *want* more of? _____
- Are there people/industries you particularly enjoy? _____
- What companies are likely to hire you? _____
- What experience do you already have? _____
- What network do you already have established? _____

What skills or personal passion leads to an appropriate target?

- Something interesting/unusual about you? _____
- Previous job/career providing insight? _____
- Family business you worked in? _____
- Spouse's business you have contact in? _____
- Existing client(s) providing industry experience? _____
- Previous big win/case study to get you started? _____
- Personal connections to give you a leg up? _____
- A hobby that affords useful insight? _____

Review Gale Publishing's *Encyclopedia of Associations*.

- A reference tool available at most law and public libraries.
- Select a little-known, niche-oriented industry organization to focus your marketing efforts on. Surround yourself with *clients*, not lawyers.

Select *one* industry group or trade association.

- Must be *active*
- Attend monthly meetings
- Seek visibility
 - Join prominent committee
 - Work to leadership position
 - Become committee or conference chair
- Focus all your marketing activities on this group
- Regular face-to-face networking
- Conduct in-depth research, master the industry
- Draft industry-specific biography
- Draft tailored brochure
- Write regular articles
- Give annual speeches
- Get quoted in trade publications
- Advertise in trade publications
- Consider dedicated web site or blog (see *e.g.* lettucelaw.com)

© 2008 Fishman Marketing, Inc.

Fishman Marketing ♦ 1356 St. Johns Ave ♦ Highland Park, IL 60035
Tel: 847/HEADLINE (847.432.3546) ♦ ross@fishmanmarketing.com ♦ www.fishmanmarketing.com



Some ways to focus your practice, a health care example:

- Geography
"National" is usually too broad. Define a more narrow geographic region.
- Size of business
Focus on a certain segment of the business (e.g. just small or large hospitals).
- Type of business
Subset of a larger industry (e.g. ambulatory care facilities).
- Injury type
Focus on a certain type of injury (e.g. punitive damages or emotional distress cases).
- Practice area
Specialize in a narrow area (e.g. kidney dialysis or anesthesiology).
- Or a Combination
Select two among the list (e.g. radiology cases in small hospitals).