



Is your firm "Committed to Mediocrity™"? The 20 best law firm tag lines.

Tag lines are hard – a few strategically selected words that encapsulate everything you stand for and want your target audience to know about you. It's the slogan that tells your own people how to act, what makes them different, and help them bring in business. Does your firm have one? Does it stand out? Is it unique and memorable?

Consider FedEx's brilliant "When it absolutely, positively has to be there overnight." Nine simple words that tell FedEx buyers precisely what they're going to get, while simultaneously informing all of its employees what their mission is, and its vital importance.

Law firms tend toward weak platitudes like "Committed to clients" or "Results Matter!" or "When Success Matters!" These vague "we're totally awesome" statements makes a firm feel good about itself but aren't specific enough for your lawyers or employees, or differentiating for your target market. They apply equally to nearly every firm in the market (when *don't* results matter...?). **They're easy for a committee to agree on ("Good idea; let's tell people we're smart!"), but they don't set you apart in a strategic way that generates revenue.** What if FedEx's slogan was "We mail things!"?

Would **Nike** be as successful if it allowed a marketing committee to red-pencil "Just do it" into "When you need great shoes"? How would **BMW's** vision change if "The Ultimate Driving Machine" became "Your Car Matters!"

Here are law firm tag lines from the Feb-April 2011 issues of *Inside Counsel* magazine, a publication where many large firms advertise.

- National Firm. Midwest Value.
- Driving Business Advantage.
- The confidence to proceed.
- Canadian Lawyers.
- Deep relationships. Forward thinking. And not just one lawyer. A team.
- More together.
- Top of Mind.
- Singular focus. Outstanding results.
- Intellectual property law by the numbers.
- Driving Business Advantage.



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Do you know which law firm is "More together?" Betcha don't. Which firm gives you "the confidence to proceed" or "drives business advantage"? How does "Top of Mind" benefit clients? Do they know?

Here are some examples of brand-related messages we've created that are clearer and catchier. They help define the firm internally *and* externally. They set the tone and help the firm stand out in a meaningful way. They give the lawyers something to say in new-business meetings when the prospects ask, "How is your firm different?"

They act as the platform for a larger campaign that helps the lawyers sell new business. It aids recruiting by defining the personality type and skill set of the laterals they should seek to hire.

Below are twenty law firm tag lines to compare and consider, that support a range of firms, practices, industries, and strategies. They are, of course, just a small part of larger campaigns, but their role can be significant in setting the tone, breaking the ice, and helping create a dialogue. OK, maybe they're not the nation's 20 absolute *best* law firm tag lines, there are some pretty good ones out there, but these are a pretty good start.

Two hours. Period. TM

Laner Muchin, Chicago. The world's most-responsive law firm. A labor and employment boutique where *every* client phone call is returned within two hours, even less in emergencies. (lanermuchin.com)

Seriously Unbelievably Client Service. TM

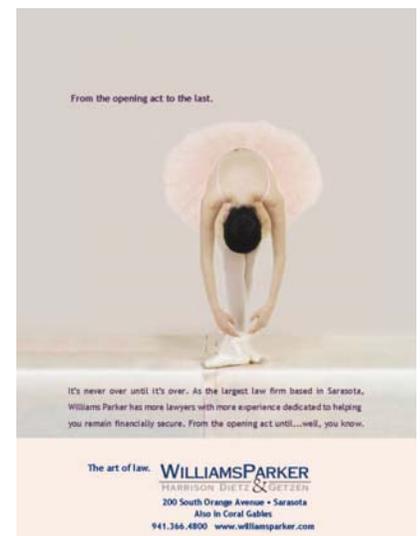
Sandberg Phoenix, St Louis. The nation's first firm to offer clients a written service guarantee. Their clients rate them an astonishing A+ in objective surveys. (sandbergphoenix.com)

Small but mighty. TM

Novack and Macey, Chicago. A small litigation powerhouse with an amazing record of success at trial. Some firm are shy about their size. Novack and Macey makes it an advantage. (novackmacey.com)

The Art of Law. TM

Williams Parker, Sarasota, FL. High-quality full-service lawyers targeting a conservative tax and estate-planning audience in arts-oriented Sarasota, FL.



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A law firm that really *moves*. TM

Goldberg Simpson, Louisville. A dynamic, entrepreneurial, full-service firm, see (goldbergsimpson.com.)

Bigger is good. Smarter is better. TM

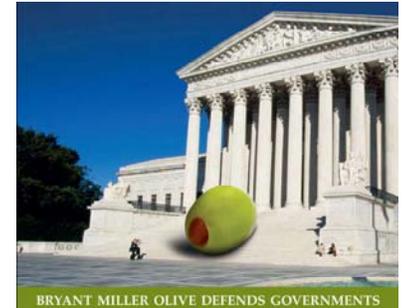
Schopf & Weiss, Chicago. High-powered litigation boutique that beats larger firms by finding the uniquely creative, winning strategy. (sw.com)

Our name is easy to remember. Our work is hard to forget. TM

Bryant Miller Olive, Florida. A top finance-oriented firm using an "Olive"-themed campaign to generate name recognition (www.bmolaw.com)

Putting Imagination to Work. TM

Shefsky & Froelich, Chicago. An innovative full-service law firm whose culture teaches its lawyers to find the unique solution to its clients' problems.



The Label is as Important as Your Wine. TM

FB Rice, Australia. IP practice, brand-protection for the Australian wine industry.

Product LiABILITY TM

Carlton Fields, Florida. National products liability-specific practice campaign for prominent Florida-based firm.

Ready for Trial. TM

Murphy & Hourihane, Chicago. Trial-oriented litigation boutique that declares that they are "Ready for trial" in nearly the first court status call, scaring the heck out of many of their opposing counsel. (www.mhlitigation.com)

Vedder Price. Vedder Equipped. TM

Vedder Price, Chicago/NY/DC. Practice-specific name-reinforcing campaign for one of the world's leading Global Transportation Finance practices.

Fewer Lawyers. Bigger Impact. TM

Massey & Gail, Chicago/DC. Dynamic litigation boutique intending to stay small and highly skilled, with minimal leverage. (masseygail.com)



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Bug Law™

Crosslin Slaten & O'Connor, Alabama. Full-service firm that targeted and dominated the pest control industry.

Lawyers You Want to Know.™

Gordon Arata, Louisiana/Texas. Full-service firm with a friendly, client-oriented culture. They handle tough litigation cases, but their clients love them. (gordonarata.com)

Extremely Floridian™

Gray Robinson, Florida. Full-service firm with statewide coverage, and a unique understanding of Florida. (gray-robinson.com)



For Litigation Results. Come to our House.™

Hinkhouse Williams Walsh, Chicago. Experienced litigation boutique, building name recognition around its unique name. (hww-law.com)

Built for Speed.™

Levenfeld Pearlstein, Chicago. Aggressive, full-service firm with especially dynamic leadership.

We make the complex simple.™

Segal McCambridge, Chicago. National class action defense firm that emphasizes winning at trial by simplifying the issues for the juries in complicated cases.

The Lettuce Lawyers.™

Noland Hamerly, California. Full-service firm's targeted agricultural industry campaign. (lettucelaw.com)

Consider whether your tag line is equally applicable to your competitors. If it is, your marketing is wasting an opportunity. Take a step back, rethink your strategy, and focus on a strategy where you can stand out and see measurable ROI for your marketing investment.

