

Law Firm Marketing: Are You Communicating Your Unique Competitive Advantage?

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A couple of days ago I posted a blog about how [differentiation is the key to increasing market share](#).

Differentiation begins with creating your Unique Competitive Advantage (UCA) – the answer to your target client’s question, “Why should I hire you?”

With so many choices today, your law firm marketing strategy must clearly differentiate you and your law firm.

To create a Unique Competitive Advantage (UCA) for your law firm marketing plan, there are a number of different areas you can choose to focus on:

- **Benefits:** What are the benefits of working with your firm as compared to others? What do you do that other firms refuse to do to better serve your clients?
- **Value:** Compare your costs versus how much money you save clients. How have you helped other clients take better advantage of opportunities or avoid liability?
- **Results:** What are some specific results you have obtained for clients in the past? What is your win/loss record? What do you do to achieve better results than your competitors?
- **Solutions:** Give an example of a creative solution you found to a client’s problem. How did you come up with it? What happened because of your creative solution?
- **Individual Partners:** Remember, people don’t buy legal services from law firms; they buy legal services from attorneys. People don’t say, “Go talk to my law firm,” they say, “Go talk to my lawyer.” What is different about your partners than those in other firms?
- **Service:** (not the list of services your firm provides, but how you serve your clients). How do your clients describe the way you treat them?
- **Industry Specific Specialty:** Position your partners as leading experts in a specific industry, not as generalists. To be a generalist for most attorneys is the “kiss of death.” Go deeper, not broader. Have industry specific marketing materials and collateral.
- **Client Feedback:** What do your best clients say about you? What would they tell someone else about your services and how it has helped them? Do your clients refer other clients to you on a regular basis?
- **Credibility:** What is your firm known for in the industry? Talk about how your partners are profiled in the media or are industry experts. What are 3 reasons why your prospects should perceive you as a credible expert?
- **Visibility:** How visible are your partners within an industry? Do they regularly speak at top industry events? Are they a nationally recognized expert? A published author? What happens when prospects type their name into Google?

By developing a strong UCA, your legal marketing plan will give you the tools you need to stand out from the competition.

Practice Made Perfect for Lawyers CD Set

The [Practice Made Perfect CD set](#) and manual applies Stephen Fairley's unique High Impact Marketing System to the practice-building challenges faced by solo practitioners and partners at small law firms.

It includes **dozens of specific marketing and sales recommendations** that can be easily and quickly applied to your firm, including:

- The only 7 sure-fire ways to get clients in your door NOW
- Why advertising doesn't work for most small law firms
- The 7 reasons why people don't buy from you
- How to market and sell with USPs (Unique Selling Proposition)
- Using audio logos to attract immediate attention for your business
- Using low-cost, high impact marketing strategies
- Strategies for achieving maximum results from all of your marketing efforts
- How to discover your Ideal Target Market
- 3 critical factors to remember when looking for new clients
- The NEW sales cycle for professional services
- How to retain your best clients

Click [here to order your Practice Made Perfect for Lawyers CD set](#) and manual now.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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