

Corporations spend billions each year developing creative advertising and marketing campaigns to attract more clients. They realize creativity is the key to standing out in a saturated marketplace. So, how do they stand out? The key is in creativity. Making their product, marketing materials and physical space "unique" and different on multiple sensory levels.

The good news is you don't have to spend billions to do this in your own law business.

And yet most lawyers are stuck looking the same as everyone else. Why?

Because most of us:

1. Are analytical/left-brain thinkers who have a hard time jumping into our right-brain/creative side (creativity really is hard for some people); and
2. Assume everything must be "professional" to earn the respect of a prospect, leaving very little room for creativity and innovation.

Lawyer type of professional is a thing of the past. Today, people associate that old kind of "professional" image with a non-responsive, scary lawyer who takes their money and won't return phone calls or the attorney who will bill for every email, phone call or correspondence that crosses her desk.

Being creatively professional, on the other hand, helps remove the defenses and stereotypes people have when hiring a lawyer and overcomes the presumption that you're just like all the other lawyers in town.

With that said, here are the top three ways where a bit of creativity and right-brain thinking can go a long way in attracting clients to your law firm:

1. **Web copy:** If your web copy reads like a CV or a text book, time to hit the delete button and juice up your creative writing skills. Use your website to tell the story of who you are, why you are different and why your area of law matters so much. You can even get creative with your writing style! Throw in some bullet points, contractions and folksy language if that's how you speak. Use those creative juices to prove you aren't the stuffy lawyer prospects expect you to be.
2. **Firm Story:** Your firm story (the story you relay to clients about why you practice law, how your business came to be and what makes you different from other lawyers) should be about true life events and epiphanies that are relevant to the person you are speaking with, not a biography of your most notable accomplishments and awards. Here you'll creatively use your experiences outside the law to connect to prospects on a much deeper and more meaningful level. Did you grow up in foster care and now practice family law or estate planning as a result? Integrate that into your firm story! Did you live through a bankruptcy and now practice business law to help other entrepreneurs avoid the same plight? Include that too! The more outside-the-box your story is, the more likely it will stick with your prospects and make an impact.
3. **Your office space:** If you haven't watched my video on setting up your office space in a way that's creative, outside the box and prime to attract more clients, do so now by visiting [www.personafamilylawyer.com/officevideo](http://www.personafamilylawyer.com/officevideo). Your office says so much about you and plays a huge role in attracting the right type of clients to your firm. Therefore, you'll want to get the décor and ambiance just right so

your first impression with a prospect won't be the last. You can do this even if you use a virtual office space. Create a basket that you bring in before each client meeting that personalizes the space.

And as always, be sure to email [alexis@lawbusinessrevolution.com](mailto:alexis@lawbusinessrevolution.com) with your success stories or questions on getting creative in the marketing of your law firm. Creativity is the key to your client attraction strategy in 2010 so jump out of that left-brain thinking and get started!