

## Differentiate Yourself From Your Competition

by Stephen Fairley

Nobody wants to hire a lawyer, but there are certain events that cause consumers and business owners to seek out a lawyer:

- purchasing real estate
- getting a divorce
- starting up a company
- creating a estate plan

The struggle comes when consumers are faced with an overwhelming number of choices. Regardless of practice area, most consumers and business owners do not know how to distinguish a great lawyer from a mediocre one.

Much of the responsibility for that is directly on the shoulders of the legal industry. With over a million attorneys in the nation, there are thousands of lawyers in every major city who provide the exact same services. **Unless attorneys seriously reconsider how they differentiate themselves from other law firms they will continue to flounder.**

In [Practice Made Perfect](#), our 12 week business development program for attorneys, we cover **10 specific ways to differentiate your services**. Here are just 3 of them:

**1. Create a micro niche.** If you develop a tumor on your brain you would go to an oncologist specializing in neurosurgery, not a general practitioner. It's the same way with law firm marketing. You **must position yourself as a specialist, not a generalist**. One way to do this is by focusing on a very defined niche. For example, "I concentrate on helping inventors and owners of small software development companies in Los Angeles with less than \$1 million in revenues protect their intellectual property and develop creative ways to generate multiple revenue streams from their invention."

**2. Focus on the benefits, value and results.** Too many attorneys try to sell their legal services. People never buy legal services. They buy solutions to their problems. When meeting with a prospective client **emphasize the benefits you offer to clients and the value you bring through your specific experience with their kind of legal problem**. Discuss the results you have achieved for other clients, but be careful not to overstep the ethical boundaries or promise results based on someone else's case.

**3. Build an online presence.** The internet has changed everything when it comes to law firm marketing and how consumers select law firms. **Most attorneys don't realize that most people will check them out online before**

**they ever hire them.** We recently helped a client go from only appearing on 2 websites (one of them was her own) to more than 5,000 in less than 90 days.

If you search for my name, "Stephen Fairley" on Google.com, I appear on over 300,000 websites. In Practice Made Perfect we show you step by step how to use several proven low- cost strategies to rapidly increase your online presence including: article writing, multiple websites, creating a blog, and using press releases.

For more information about Practice Made Perfect, The Rainmaker Institute's 12 week law firm marketing program visit: [www.YourPracticeMadePerfect.com](http://www.YourPracticeMadePerfect.com)

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*Stephen Fairley is an international best-selling author of 10 books and 5 audio programs, including Practice Made Perfect for Lawyers (2005) and Becoming a Rainmaker: Business Building Strategies for Lawyers. Stephen has spoken to thousands of attorneys at state and local bar associations on topics related to marketing strategies for solo practitioners and small law firms. Sign up to receive Stephen's report "Top 10 Mistakes Attorneys Make and How to Avoid Them" at [www.rainmakerretreat.com](http://www.rainmakerretreat.com)*