

POSITIONING YOUR PRACTICE

MARKET POSITIONING

*An effort to influence consumer perception of a **brand** or product relative to the perception of competing brands or products. Its objective is to occupy a clear, unique, and advantageous **position** in the consumer's mind.*

(BusinessDictionary.com)

It's time to get comfortable with the idea that YOU are the brand. The legal marketplace is growing increasingly competitive. You must clearly define what you offer, to whom, and why a prospective client should hire you.

Step 1: Identify Your Position

I. What Do You Do – Marketing a Niche

Attracting and engaging prospective clients online demands clarity about who you help and with what. Use these questions to explore your marketable niche. You can develop a niche based on what you know, how you deliver your services, and/or who you serve.

1. What do you like best about your current practice?

2. Think back to a favorite client. What did you like about working with them?

3. If you work in a firm, is there a practice area that many of the firm's clients would benefit from, but does not yet exist? Is there a partner you would love to work for or with?

4. Consider work experience or passions outside the law. How could you combine either with your law practice?

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5. What area of your current practice is the most profitable?

6. Segment your current practice into 3 services you could package as products, like trainings or specific documents. For instance, an employment law attorney could offer a review of an employer's social media policy.

7. How is technology changing your client's industry? What legal issues are emerging as a result? For example, cyberliability is a growing area of practice in the world of insurance.

8. How can you use technology to improve the client experience? Can you use the internet deliver your services in a new or unique way?

At the end of these questions, if you are having trouble determining where to begin, go with a subniche of your current practice area. [Rachel Rodgers](#) suggests the "double narrow rule." Narrow your current practice at least twice to find a suitable niche to market. A family law attorney would narrow her practice to child custody, and narrow again to a custody attorney who works with and markets to professional mothers.

So one more question:

9. What is your current practice area? How would you narrow that for marketing purposes?

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Ok, now narrow it one more time.

II. Why You Do It – Tell Your Story

Your prospective clients want to work with attorneys they know, like, and trust. So it's time to step out from behind your bland bio and inject personality into your marketing efforts. Authenticity is the critical. Don't think about what you "should be" but consider who you really are. Defining your "why" helps develop marketing messages that resonate with potential clients.

10. Why did you go to law school? What are you passionate about in your practice?

11. What are your interests and passions outside the law?

12. What are your core values? (Need some help? jamesclear.com/core-values)

13. What's your "story"? How have your life experiences shaped who you are as a lawyer?

III. Who Do You Do It For – Your Ideal Client

Some attorneys have a clear picture of their ideal client. Some know the work they want to do, but don't yet know much about the clients who they will serve with that work. Either way, you need to do some research on your target client. This research will guide your marketing strategy.

Schedule 20 minute calls with former clients who represent the type of client you'd like to do more work for. Consider scheduling coffee meetings if feasible. Use these questions to formulate your own based

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on your specific circumstances. Just remember it's always better to ask open ended questions and listen to ask smart follow up questions instead of rolling through a list of scripted questions.

14. Do you have a picture of your ideal client? How would you describe him/her/them?

15. How would you characterize the demographic information of your ideal client? (Age, gender, family, work, income, etc.)

16. What are the goals of your ideal client?

17. What keeps your ideal client up at night?

18. What does your ideal client read to stay informed? (Online and in print.)

19. Who else influences your ideal client's purchasing decision?

20. What are reasons your ideal client *wouldn't* hire you?

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Step 2: Communicate Your Brand to Potential Clients

Positioning requires more than planning and self-reflection. You have to do the work. The first thing to do is update your digital marketing assets with messaging describing your brand.

21. Write your unique value proposition. Your UVP communicates how your service will benefit your client.
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For a better understanding of what consumers really value, check out the “[Elements of Value Pyramid](#)” in the September 2016 edition of the *Harvard Business Review*.

For additional inspiration and guidance on writing a UVP, check out these two articles:

<http://conversionxl.com/value-proposition-examples-how-to-create/>

<https://sumome.com/stories/value-proposition-examples>

22. Update your digital assets with your unique value proposition.
 - Bio on Your Website
 - LinkedIn Profile (Headline and Summary)
 - Facebook Page
 - Avvo Profile
 - Twitter Profile
 - Google+ Page

Nice work!

I hope this provided you with some insights to how to more competitively position your practice. I know many attorneys’ marketing frustrations result from trying to be too many things to too many people.

You don’t have to decide what you want to do for the rest of your career, so don’t get overwhelmed. Finding the right fit for your brand will take some refining along the way.