Standing Out: How To Set Yourself Apart From Other Law Firms

PRACTICE MANAGEMENT ADVISORY SERVICE OF THE D.C. BAR
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MARY ELLEN HICKMAN, MBA
Founder + Marketing Strategist

20+ years in marketing

Broad range of experience
- Advertising, research, business analysis, revenue forecasting
- New business and brand launch in US and overseas
- Launched and led 3 businesses

MBA from top-tier school

Adjunct professor of marketing
Hickman Consulting Partners = Attention
What are your objectives?
STANDING OUT: HOW TO SET YOURSELF APART FROM OTHER LAW FIRMS

OUR PATH

STEP 1
Start with your services

STEP 2
Choose the right clients

STEP 3
Identify insights

STEP 4
Determine your point of difference

STEP 5
Communicate

STEP 6
Quantify value + increase price
Where is the best place to start?
1. **STEP 1**

Start with your services

1. What services do you provide?

2. What do you do best?
2. Choose the Right clients

1. Who needs your services?
2. Who values your services?
3. Who is able to pay?
4. Who is easy to persuade?
5. Who is easy to work with?
3. Identify Insights

1. How do your best clients think and feel about your services?

2. What is important to your best clients?
   - What is most important?
4. DeTERMINE Your Point Of Difference
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STEP 4
Determine your point of difference

1. Think about what you do best and what makes you different
   - What do your best clients care about the most?

2. The easy way: ask
   - Your clients
   - Your coworkers or colleagues
   - Your friends and family
   - Your advisors or vendors

3. Ensure that your benefit is unique (enough)
   - Potential clients want to choose
   - They expect you to make the choice clear
   - Give them a reason to choose you
Consider your competition:

Law firms who do similar work.
4. DEtermine Your Point Of Difference

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5. COMMUNICATE

STEP 5
Communicate

1. Talking points
2. Case studies
   - Situation
   - Action
   - Result
3. Testimonials
6. QUANTIFY VALUE + INCREASE PRICE

STEP 6
Quantify value + increase price

1. Do the math
   - Quantify the value you provide: calculate the benefit your clients receive

2. Reevaluate your rates
   - Cost to provide services
   - Market rate
   - Value provided/benefit received
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Share your learnings:

What has worked best for you?