



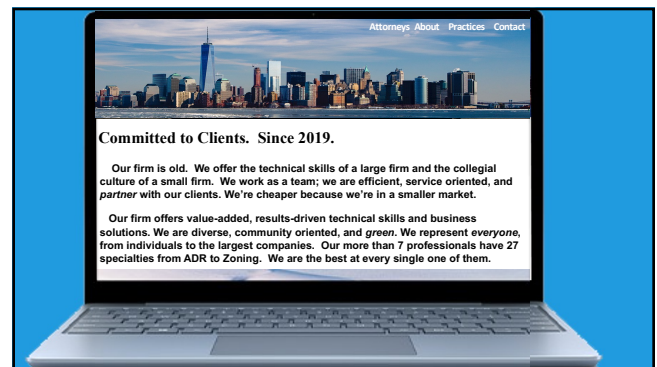
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Standing out in a crowd

DIFFERENTIATION

7

More creative is cheaper

You've worked hard to build your business. Your career and your wealth. An estate dispute could unravel your successes.

Whether it's a question of protecting or dividing a family business, dealing with shares or corporate earnings, or other complex assets that interferences to family trusts and investments, MacLean Nicol can help.

The legal process can be confusing and adversarial. Whether you are considering mediation or anticipate resolving your breakup through the court, you need a tough, skilled and experienced lawyer on your side.

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Who can't market?

- Who's from a culture where lawyers are:
 - Ethically *prohibited* from marketing?
 - Permitted* to market, but it's "*unprofessional?*"
 - Aggressively* marketed

9

Competing against larger firms

WHEN YOU'RE SMALL

10

"Don't Say We're Small!"

- You're small
- Don't be embarrassed or apologetic
 - Make it a *positive*
 - Show why you're a *better* solution

11

"Small but Mighty"

The pea-sized Tepin Pepper is the hottest in the world.

The pea-sized Tepin Pepper is the hottest in the world.

Some of the world's most potent forces are also the most concentrated. While some say there is safety in numbers, we say a small but mighty team can move mountains. And we prove it every day, on some of the most sophisticated legal issues around. Get to know Novack and Macey and see the practice of law at its highest concentration.

novack-macey

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Be "More expensive but worth it"

DON'T BE CHEAPER

13

Why be cheaper?

- Why be "Just as good, but cheaper"?
- Be "more expensive but worth it"
 - Great credentials
 - High touch, partner time
 - Service
- What does a high hourly rate show?
 - Confidence
 - Quality

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What do these say?

**HIGHLIGHT YOUR
STYLE, CULTURE**

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Who feels more innovative?



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Lack of focus

**AVOID LAWYERS'
#1 MARKETING MISTAKE**

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Lack of Focus

"I have a *national* practice."



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FISHMAN MARKETING Legal Netlink Alliance

YOUR GOAL SHOULD BE MARKET LEADERSHIP

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Your goal: "Market Leadership"

- Not "Get your name out there"
- *Dominate* an area
 - Own something
 - Industry
 - Sub-specialty practice
 - Combination



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FISHMAN MARKETING Legal Netlink Alliance

The #1 thing clients want in their lawyers

FIND A NARROW INDUSTRY

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Agriculture Law



Noland Hamerly.
Our lawyers really know agriculture.
For 19 years, our lawyers have focused every legal issue on the agriculture industry. If agriculture is your business, we should be your law firm. Noland Hamerly and Associates. Specialized legal firm.

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PROTECTING YOUR LABEL IS AS CRUCIAL AS PROTECTING WHAT'S INSIDE.

FB RICE & CO

PROTECTING YOUR LABEL IS AS CRUCIAL AS PROTECTING WHAT'S INSIDE.

FB RICE & CO

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AVOID PUFFERY...

25

IF YOU HAVE
THE FACTS, *USE THEM*

26



I can find smart lawyers at every firm.
Why should I hire *you*?


And don't say it's because you're smarter, or more service-oriented unless you can *prove* it.
Everyone says that.
(- Every client)

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Specificity = credibility

USE PRECISE NUMBERS
WHERE POSSIBLE

28



In 2018, we appeared in
197 new patent cases.
That's 66 more than our nearest competitor.

We have lots of amazing statistics that prove we're the nation's premier patent litigation practice. [Here's where you can find them.](#)

Our numbers make us number one. **FISH.**
FISH & RICHARDSON

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MARKETING LNA: FOUR STEPS

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Marketing LNA: Four Steps

1. Marketing *yourself* within LNA
 - Your personal networking, building your brand
 - Connect yourself to a particular jurisdiction
2. Marketing *your firm* within LNA
 - Connect your firm to a particular jurisdiction
3. Marketing LNA within *your firm*
 - Inform, remind your people of LNA membership, value
 - Motivate them to seek / send referrals within LNA
4. Marketing LNA to *your clients*
 - "We're a member of a leading global network."
 - "Contact us first if you need a lawyer worldwide."

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MARKET YOURSELF WITHIN LNA

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Marketing *into* LNA

- Market *yourself* within LNA
 - Your personal networking
 - Build your personal brand
 - Volunteer, build your visibility / profile

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Marketing into LNA

- Connect yourself to a **location**
 - Tomasz Janaszczyk =
 - Warsaw

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Marketing into LNA

- **Four** pieces of relevant info:
 1. Your name
 2. Your firm
 3. Your practice
 4. Your *jurisdiction*
- How can you help me remember?

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Networking in the Network

- Who are the best-known LNA members?
- How did they attain this status?
 - Attend the conferences
 - Get *visible*
 - Leadership, committees
 - Host conferences
 - Network, hand out cards
 - Follow up

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MARKETING YOUR *FIRM* WITHIN LNA

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Marketing your firm within LNA

- Connect your firm to a location
 - Chicago = Aronberg Goldgehn
- Two pieces of relevant information:
 - Your name
 - Jurisdiction
 - City, state, province, country
- How can you help me remember?
 - “Does LNA have a firm in Amsterdam?”

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Use email, ads, or social media



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MARKETING LNA TO YOUR CLIENTS

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Marketing LNA to your clients

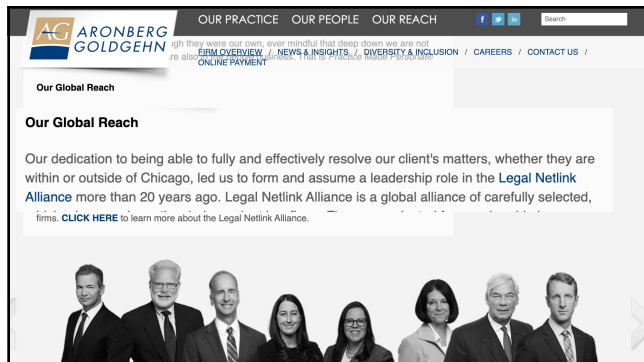
- Do they care?
 - How does LAW *help them*?
 - Why should they care?
 - How do we help them care?
 - Remind your people to mention it
 - Explain the **value**
 - Internal presentations
 - Remind, remind, remind

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Marketing LNA to your clients

- Marketing LNA
 - Add LNA logo to your email signatures
 - Display prominently on website
 - Mention it in “About the Firm”
 - Separate LNA page
 - Tweak the text
 - Link from top-level menu

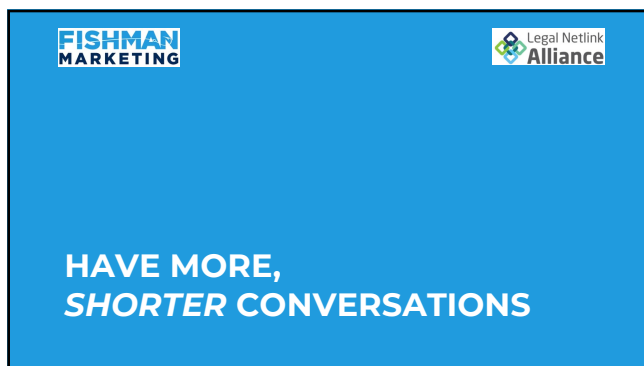
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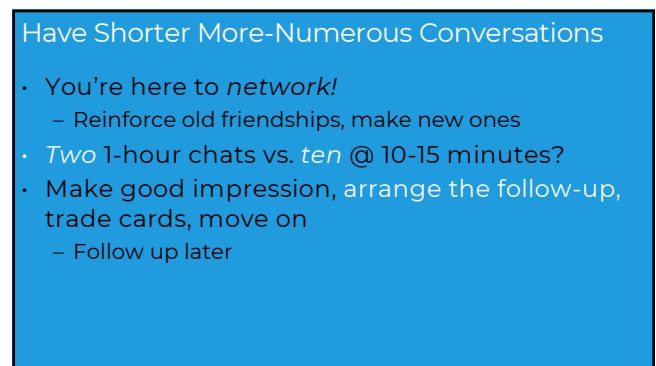
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CREATE A
"CONFERENCE" CARD

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Photo business cards





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NO POPPY SEEDS
AT CONFERENCES

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RAISE YOUR NAME TAGS

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GET A LINKEDIN
PERSONAL PROFILE URL

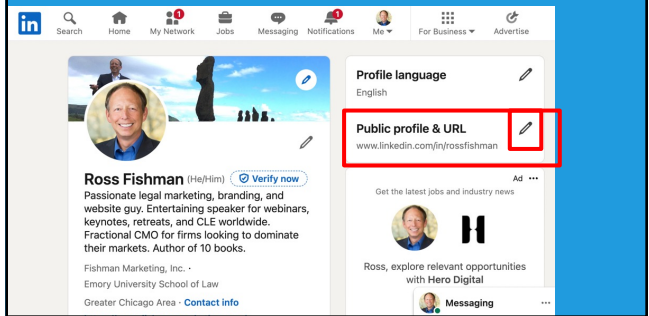
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Personal URL

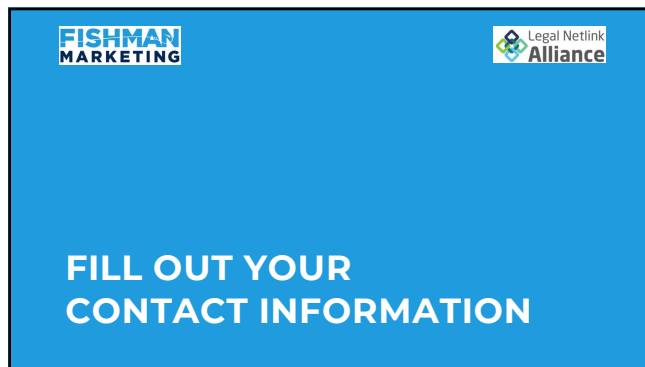
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 - [linkedin.com/in/rossfishman](https://www.linkedin.com/in/rossfishman)
- Connect with me!
 - And each other!

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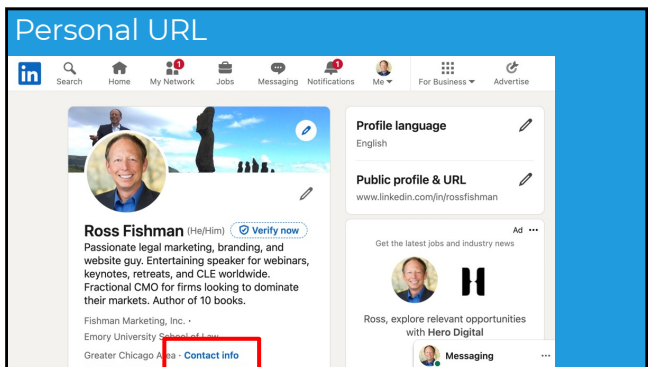
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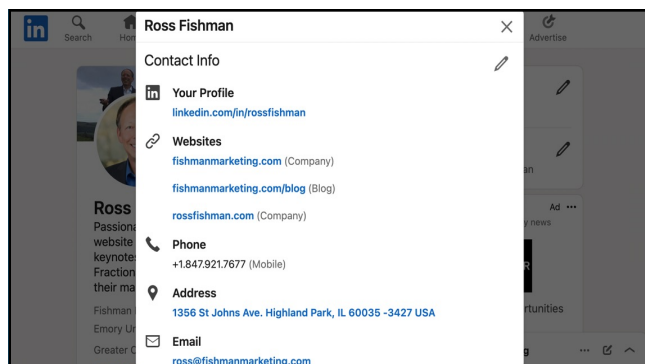
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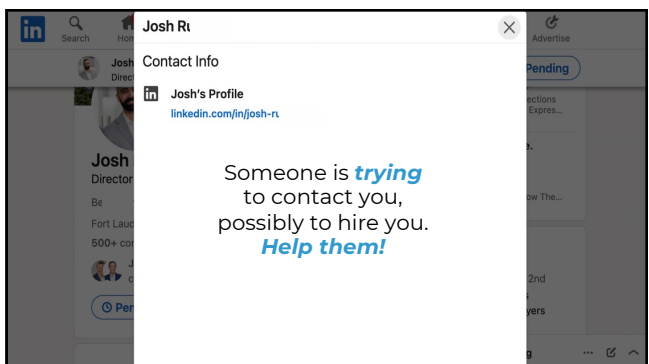
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IF YOU HAVE A DIFFICULT NAME, *DEAL WITH IT*

61

DEAL WITH MISSPELLINGS

62

"Common Misspellings"

Add a "Common Misspellings" paragraph

- List every variation, nickname, and abbreviation

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Rule 7.1: Comm'n Concerning a Lawyer's Services
Rule 7.2: Advertising. Comm'n Concerning a Lawyer's
Services. Specific Rules

ADD TESTIMONIALS

64

Client Testimonials

- Tangible evidence of your expertise
- Don't *you* tell me you're great....
- Third-party endorsements
 - 57% said reviews are "very important" or "extremely important" part of purchase decision
 - 2% said they were "not at all important."
 - May require a disclaimer
 - Check your ethics rules

65

Don't tell me what you *CAN* do...

CASE STUDIES

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**Need a new brand, website, or marketing plan?
Training or keynote presentation? A part-time CMO?**

Call me!

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Subscribe to our blog:

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Partner Marketing

amzn.to/4lpPwab

Kindle:

amzn.to/3GjZpY7

Ross's Marketing Books

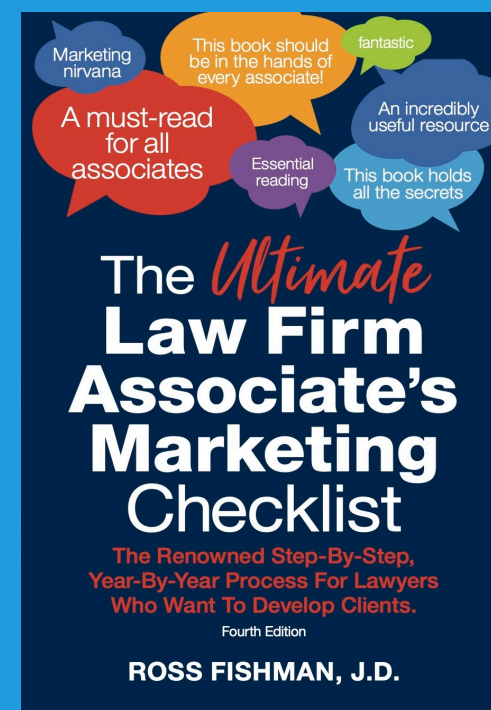


Strategy/Branding

amzn.to/3Tg1UO7

Free download:

bit.ly/4kdYxIQ



Associate Marketing

amzn.to/4lu5KiL

Kindle:

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ROSS FISHMAN, J.D.



As CEO of Fishman Marketing, Inc., he helps law, accounting, and other professional-services firms dominate their chosen markets and generate revenue. Regularly hired to rebrand prominent firms or overhaul their websites, Ross is known internationally for strategic marketing and differentiation, and the development of the profession's most-effective marketing materials. Fishman Marketing has launched successful marketing initiatives for 200 firms from Istanbul to Iceland.

"Ross has a stronger sense of what will create 'buzz' than anyone else in the market."

- Rick Klau, Google, Inc.

Fishman Marketing branding campaigns have received countless international marketing awards, including national first-place honors from the Legal Marketing Association 17 consecutive years, for marketing that was both innovative as well as revenue producing. Fishman Marketing received the LMA's grand prize, the optional Best of Show award, five of the ten times ever presented. FM programs also received one of Inc. magazine's ten Marketing Masters awards for "brilliant and successful" marketing.

Recipient of the LMA's first peer-selected Lifetime Achievement award (1998), Ross was also the first legal marketer inducted into the LMA's international Hall of Fame. In 2016, Ross was selected for the prestigious Lawdragon 100 Leading Consultants and Strategists, one of just ten international marketers "whom lawyers most valued for their guidance."

**FISHMAN
MARKETING**

"Many people consider Ross to be the nation's foremost expert on law firm marketing."

- Of Counsel Magazine

A Fellow of both the College of Law Practice Management and the Litigation Counsel of America, Ross is known as an "educational and entertaining" presenter who has keynoted more than 300 retreats, training, and Ethics CLE programs on six continents — including once presenting on three continents within 24 hours. A prolific, award-winning writer, Ross has published 250 thought-provoking articles, including five monthly columns, and has sat on the editorial board of five national magazines. His popular "The Ultimate Law Firm Associate's Marketing Checklist" book sold nearly 2,000 copies in the very first month in print. (Subscribe to his pithy blog at fishmanmarketing.com/blog.)

An active LMA member since 1990, Ross has been LMA's Vice President; chair of its Ethics Task Force (2012-2015); a member of both the Strategic Planning and Best Practice Task Forces; and founder, chair, and moderator of seven LMA QuickStart conferences for new marketers. He also created and hosted "Just JDs," LMA's first full-day national conference for lawyers. Ross has been the expert legal marketing witness in three precedent-setting branding- and social media-related lawsuits.

Ross was a commercial litigator before moving to Winston & Strawn to practice marketing full-time, later becoming Marketing Partner of Ungaretti & Harris. A 1986 member of the federal Trial Bar (N.D. Ill), he received a B.A. in Speech Communications, *cum laude*, from the University of Illinois, and his J.D. from Emory Law School.

"Ross was going to win in so many categories that LMA created the 'Best in Show' so he'd win one grand prize instead of nearly all the trophies"

- LMA's "In The Loop," Fall 2009