



NICHE STRATEGY TIPS

Law Firm Marketing Catalyst Podcast

Host Sharon Berman



On the Law Firm Marketing Catalyst podcast, we've talked with the top industry experts who shared their insights on the importance of specializing and how it allows lawyers to better understand and serve their clients. Here are some of their best techniques for focusing on a target audience to build stronger relationships with clients and colleagues and, ultimately, increase profits.



JAIMALA PAI Principal Legal Counsel at Medtronic From the Outside Looking In: Getting Hired by In-House Counsel

#1: Don't fall into the "Fear of Missing Out" trap. By specializing, you're not missing out on anything. When you become known as the go-to resource in a specific practice area, you actually increase the potential for profitability while removing distractions away from your practice.

#2: Forget the myth that nobody will find you online. Having a niche makes it even easier to create a comprehensive online presence and be visible to potential clients.

#3: Invest in relationships. Network with everyone at all levels; you never know who will need your services when they become partner or GC.



NATHAN DARLING Chief Business Development & Marketing Officer at Beveridge & Diamond, P.C. Grow Revenue by Nurturing Client Relationships

#1: Specialize to jump-start your career. Developing a niche creates more opportunity for you to stand out from the pack.

#2: Use your expertise to network and cultivate referrals. Joining groups that align with or complement your specialty can help you find referral sources you've never tapped into before.

#3: Specialize the client experience, too. It's not just your area of law that sets you apart. Provide highly tailored services to your clients, which is simpler than ever thanks to new technology.



OLIVIA GOODKIN Attorney Ask for What You Want – Be Proactive in Your Legal Career

#1: Be proactive. When defining your niche, lean in, get involved and ask for what you want. Don't be afraid to promote yourself—how else will you get your name out there?

#2: Have your own voice. You don't need to change yourself to find a specialty. You'll be more effective if you play to your strengths and do things your way.

#3: Take on a leadership role. Find a cause, initiative or organization you love and commit to it. Set leadership goals and potential business will follow.

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CRAIG BROWN Senior Consultant with LawVision
How Every Litigator Can Become a Rainmaker

#1: Build relationships with clients before the matter ends. The more you know about your clients, the better you can serve them—and the more likely it is they'll turn to you for future work. Make it a habit to ask at least one question every time you talk with them.

#2: Network within your firm to generate business. Reciprocal in-house referrals boost billable hours and keep clients from looking to other firms for unmet legal needs.

#3: Nurture relationships with lawyers outside your firm. Remember, you're still in charge of your own practice. You can refer business out when needed and still retain control of the client relationship.



MATT NOLAN Vice President and General Counsel of Ancra Group and Director of The Heico Companies' Global Compliance
A General Counsel Shares How to Earn His Business

#1: Understand how a prospective client's business operates. If you truly understand a client's mindset, they'll be more likely to reward you with their business.

#2: Communicate, communicate, communicate. Firms that communicate in a clear and timely way are more likely to be called on again in the future.

#3: Build your firm's reputation. Up your credibility by getting involved in clients' professional organizations and sending out client alerts in subjects related to their industries.



JAN ANNE DUBIN CEO and Founder of Jan Anne Dubin Consulting
Moving into the Role of a Trusted Advisor

#1: Know your clients' needs inside and out. Understand their industries, their challenges and the everyday pressures they face, so you can develop a framework for how to assist them.

#2: Manage expectations and relationships. It takes time to create a strong relationship, but only seconds to destroy it—and you don't always get a second chance. Don't over-promise and/or under-deliver.

#3: Tap into personal or learned insight about diversity. The legal industry is becoming more diverse, which makes it especially important for decision-makers to have advisors with different backgrounds and experiences.