Be Unique for Better Law Firm Marketing

When your marketing efforts are met with obstacles based on time, money or other factors, one of the best and most-underutilized ways to make sure you are seen and heard is to be unique, advises Bruce Vincent of Muse Communications.

In **an article** on the Muse website, Vincent offers three major pieces of advice.

First, start by setting yourself apart. “But before revising your website or email newsletter to include your unique position, your first move should be to make sure that you stay within the rules that govern lawyer communications,” he cautions.

Second, listen to your clients. “Did your clients come to you after working with a different firm or lawyer? If so, ask them why they decided to hire you instead. What you hear may well determine exactly what it is that others think make you unique.”

And finally, make your delivery unique. “Once you have determined what to say about why you are unique, it is time to figure out how to best communicate in a way that will be as noteworthy as your message itself.”

Read the article.