



STAND OUT

HOW TO BE THE
OBVIOUS CHOICE

BY: BACK OFFICE BETTIES

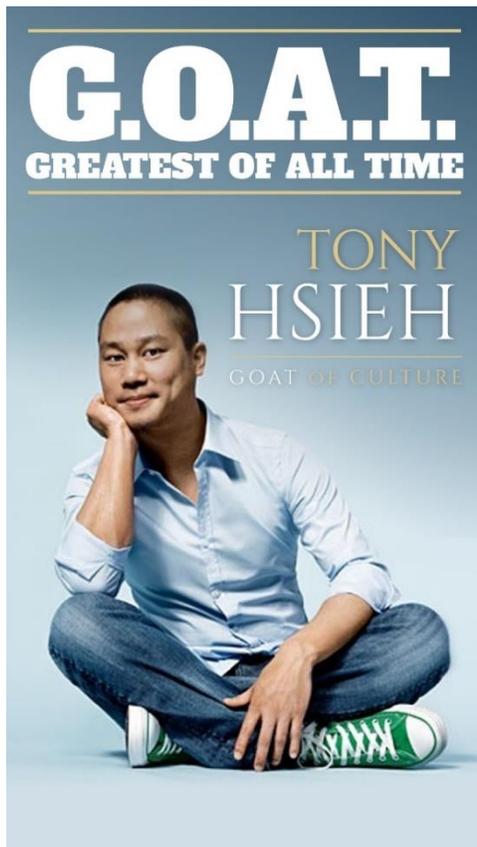
Know Your Customer

Before you can really dive into how to stand out as a law firm, you've got to know who your ideal client is. You should get as specific as possible with this exercise; don't just state the obvious. Really dig deep into who your dream client is and how they think, talk, and act.

Creating a buyer persona is a great way to give your target customer a "face" that will help you tailor your services to become the perfect match to work with her. Give the buyer persona a name and identify her personal background, lifestyle, her challenges and pain points, and where she goes for information. The more you know, the better.

Let's use Walmart as an example of a company that has successfully identified their ideal customer. They've thrived because they understand their customers' wants, needs, and expectations. Their ideal customer isn't someone looking for an upscale shopping experience or personal shopper support. Rather, they are people who place high value on getting their items for the lowest price possible.

Another great example can be found in the postage industry. The Postal Service will do when a bill is being mailed but what if you need to send a gift to your mom that must be delivered on time? You will likely choose FedEx, where you're assured of on-time delivery. Both the USPS and FedEx serve the same customer, but with different service needs.



Betties is another example. Our best client is not a large volume firm. We can't deliver the high level of service we want to be known for at a price that makes sense for large firms. We're a service-driven company and it's HARD to not be able to serve everyone, but trying to mold ourselves to fit the needs of people outside our dream client only takes our attention away from delivering unparalleled service to our niche.

That's why it's so important to figure out who you want to serve down to the most minute detail. When you intimately know your ideal client, you can build your services around their specific needs and begin attracting your dream clients immediately.

Identify Your Niche

If your firm was to be nominated a G.O.A.T. (greatest of all time) at one thing, what would that be? This may seem like a silly question, but it's actually significant if you truly want to stand out in your industry. What is your firm best at? Where do you thrive?

Now that you've identified your strongest area(s), what are you willing to let go of and be bad at?

...Walmart is willing to forego meeting the needs of high-end shoppers in order to remain great at serving its bargain shoppers.

...FedEx is willing to be a bad choice for basic mail needs.

...Betties is willing to be cost-prohibitive to large volume firms.

Identify some areas that are causing frustration or are just not in demand with your ideal client and let them go. This laser focus on the thing(s) that you've identified as your G.O.A.T. will help you stand out as the ultimate authority in that niche.

Meet their needs

Now that you know your ideal client inside and out, it's time to identify their unmet needs. When you can address these, you'll be able to create service(s) that can't be found anywhere else. This is the key to truly standing out from your competitors and offering something that clients want, but currently aren't getting elsewhere.

Our Betties saw that solo attorneys often had so much on their plates, it was difficult for them to spend 20 minutes setting up their accounts. In order to help meet the day-to-day needs of our clients, we introduced our Solo Concierge service. This service aims to take care of all those 5-50-minute tasks that completely interrupt your day and your focus on bigger projects. Our concierges will do anything from ordering flowers for Mother's Day to ordering new ink for your printer to finding the cheapest flight for a vacation.

Surveys and questionnaires are simple tools that can help you gain insight on what your clients truly want or need. Your observations from this data might show you that offering a free consultation will help ease the minds of your PNCs (potential new clients) before they hand over their hard-earned money. Or you might find that your clients would be delighted with an informational guide or eBook that helps them learn more about their specific case type and what to expect from your service.

When you can identify and offer that missing piece for your clients, you will always be the obvious best choice for them. Even if your rates are a little higher than other attorneys in your area, your specialization and attention to their needs will make your PNCs feel comfortable paying a little more for your service. They'll also be so delighted by your service that they'll tell everyone they know and write glowing reviews for you. It's a win-win for everyone.

Building Teams

As a solo attorney, you may not have an in-house team yet so it's important to ensure that everyone supporting you is a great culture fit. Finding a team that works well with you,

understands your goals and needs, and works hard to make your firm shine is one of the best ways you can be assured of success.

Tony Hsieh, CEO of Zappos and master of company culture said,

“It’s really important to come up with core values that you can commit to. And by commit, we mean that you’re willing to hire and fire based on them. If you’re willing to do that, then you’re well on your way to building a company culture that is in line with the brand you want to build.”

Zappos is the ultimate example of how culture can determine success. Their core values are taken seriously and are credited as one of the biggest reasons for their success. Those values are:

- Deliver “WOW” through service
- Embrace and drive change
- Create fun and a little weirdness
- Build a positive team and family spirit
- Be adventurous
- Be creative, and openminded
- Pursue growth and learning
- Build open and honest relationships through communication
- Do more with less
- Be passionate and determined
- Be humble.

Whether you choose to borrow some core values from Zappos or create your own, having them in place will help guide you when you’re building your team. This team will be the face of your firm, so make sure they align with your company culture and chosen core values.

Conclusion

Many attorneys don’t believe that they can stand out among their competition. After all, you’re all offering the same service, right? Wrong! The four areas discussed above will help you to break out of the status quo and begin offering exceptional, one-of-a-kind service to your clients and PNCs.

When you begin to delight your clients with service they can’t find anywhere else, you will truly stand out and become obvious choice. Your firm will be buzzing with new clients. Your clients will be so happy with your service that they’ll rave about it to their friends and even write amazing reviews online.

Apply these principles and you might be surprised how busy your schedule will be with new client bookings!