



How to Build a Law Firm Clients Actually Choose

Five proven principles that help attorneys stop guessing at marketing and start growing your practice.

1. Positioning: Find the Right Niche

The two biggest mistakes law firms make in positioning are:

Mistake #1: Trying to do too much. "General practice" does not give you the experience to master (or brand yourself as an expert in) any specific practice area. The attorneys who grow the fastest are the ones who plant a flag and own a specific corner of the legal world.

Specializing will also help you master SEO. When someone Googles "landlord-tenant attorney in Sacramento," they want a specialist, not a generalist with a long list of practice areas on their website. Focus on becoming the obvious choice for a specific client with a specific problem.

Mistake #2: Chasing the same practice area as everyone else. Consider "red ocean versus blue ocean strategy". Why stay in an oversaturated "red ocean," where most of your competitors are fighting over the same potential cases? Instead, find the "blue ocean"- a less known niche where competition is low and you can dominate the market.

For example: estate planning is a great example of red ocean- oversaturated, highly competitive, with a high cost of acquisition for new clients. An example of a "blue ocean" alternative could be conservatorships- a niche most attorneys do not handle that offers a high likelihood of attorney referrals and success.



Remember: The riches are in the niches. A family law attorney who focuses exclusively on representing women in high-asset divorces will out-earn and out-rank a generalist every time because their messaging, their content, and their referral network all reinforce the same identity.

Tips: How to Find Your Niche

- **Look at your last 20 clients.** Consider: Which cases energized you most? Which were most profitable?
- **Research your local market.** What legal needs are underserved in your geography?
- **Audit your competitors.** Where is the market crowded, and where are the gaps?
- **Think about your network and referral sources.** Do they feed one type of case?
- **Consider emerging areas.** Is there an area that's growing fast?

2. Brand & Culture: Build a Client-Centered Firm

Traditionally, law firms were attorney-centered. A firm's branding, website, intake process, pricing, payment system- they were all built around what was convenient for the lawyers. That model doesn't work well in today's modern world.

A client-centered firm flips the script entirely. Your brand and all of your processes should be built around the client's desires, fears, goals, and language.

This starts with a system for gathering and actually using client feedback. You need to build a real feedback loop that shapes how you communicate, how you structure cases, and how you train your team.



A few points in the client journey where you could capture this critical client feedback include:

- **Intake:** Train your intake team to ask every potential new client: "How did you find us?" Tracking this data will help you discover which sources are providing the highest volume and best quality leads.
- **Post-work feedback collection:** Find a way to consistently check in with clients at the end of their experience. Ask what went well and what could be handled better. This feeds your testimonials and helps you refine your processes and pinpoint pain points.
- **Staff team meetings:** Dedicate time each week or month to review feedback as a team and identify processes to improve.

Remember: Your brand is not just about your firm's logo. It's the feeling a client has when they think about you. You create that feeling every time you interact with the public, from the first phone call to the final invoice.

3. Lead Generation: Make the Right Offer

Before a client hires you, they need to trust you. And before they trust you, they need to experience you with zero risk. That's the power of a no-cost initial consultation; it removes the barrier entirely.

A potential client with a real legal problem is scared. You may be the first attorney they've ever contacted. They may not know if their situation is even worth hiring an attorney. A free consultation is an invitation that says: "Come as you are, and let's figure this out together."

Here's the truth: **If most firms in your market offer a free consultation and you don't, you've already lost most of your potential clients.** In this scenario, a free consultation will be essential to competition. Make it easy to say yes, and make the experience so good they'd never consider going elsewhere.



Tips to Help Consultations Convert

- **Make it easy to book.** Provide a phone number- and hire an intake specialist that will consistently answer the phone. Your website contact form should be compact and easy to find and fill out. Bonus points for text and chat options on your website! Consider variations in generational preferences for communication.
- **Respond within the hour to new lead inquiries.** If you don't, your prospective client will just move right down to the next firm they find online. You want new clients? Act like it.
- **Listen more than you talk in the first 10 minutes.** During the consultation, give the client space to share their concerns and goals.
- **Give them something genuinely useful, even if they don't hire you.** Not a good fit? Provide a referral. Share a video. Direct them to self-help options.
- **At the end of the consultation, provide clear next steps.** Leave no room for doubt as to how to hire you and move their case forward.

4. Authority & Trust: Content is King

The best marketing in legal services isn't advertising! It's education. When your content explains a legal concept clearly, walks through a common scenario, or answers a question that your ideal client is already Googling, you do something advertising can never do: you earn their trust before you've ever spoken.

Give your expertise away freely, and with no strings attached. The attorneys who hoard their knowledge because they're afraid of giving it away for free are losing clients to the ones who share it openly. Generosity is a business strategy.

Invest your time in educating and empowering people. Create content that shows your expertise! Build trust, and the right clients will come to you already convinced you're the one they want to hire.



Types of Content to Create

- **Blog posts:** Start by answering the questions your clients ask most often. Write in plain English. Target what they're searching for. Optimize your posts for SEO to attract traffic to your website.
- **Long-form videos:** Rather than seeking to entertain with short videos, focus on creating videos with meaning and depth. Not only will it showcase your personality and experience, but now that Google owns YouTube, a video that's SEO-optimized may show up in Google search results and help drive traffic to your website.
- **Email newsletter:** Regular newsletters for clients and those in your professional network can help you stay top of mind, highlight content you've created, promote upcoming events, and connect on a more personal level as you share firm updates.
- **Resources:** When you offer potential new clients or past clients free content (think: guides, checklists, flyers, eBooks, webinars, or courses), you help them know, like, and trust you.

5. Client Experience: What Clients Want Is Simpler Than You Think

What actually matters when it comes to client experience? It's not clever marketing slogans or an aesthetic firm logo. Looking back over years of client data, I've found that what clients want is actually fairly simple.

1. Fair & transparent pricing
2. Clear, responsive communication
3. Someone who can solve their legal problem

That's basically it. The firms that master these three things almost always ensure their success. Satisfied clients who felt respected and informed tell everyone they know.



On the other hand, attorneys who "can't figure out why they're not growing" are almost always failing on one of these three points. Before you spend a dollar on ads, make sure your foundation is solid.

Tips on Giving Clients What They Want

On pricing:

- **Be upfront.** If someone calls and asks for a quote, give them a clear range or at least a starting point. Never force the client talk to an attorney before mentioning price.
- **Be competitive.** Find out what your competitors are charging. Don't just assume your pricing is fair; make sure you're competitive.

On communication:

- **Speed matters.** We live in a world of instant gratification. Clients hate when their attorney fails to respond to an email or phone call. Always return calls and emails within a business day.
- **Be proactive.** Send regular case updates. Never let a client wonder what's happening or what's next.

On results:

- **Be a problem solver.** Clients don't care about your law school GPA or where you went to college; they just want someone who can solve their problem.
- **Be constantly honing your craft.** Become an expert in your niche by constantly learning more legal skills to better serve your clients.



Want to Work Together?

Legal Marketing is complex and each firm's strategy should be unique and tailored to their brand and goals. These five tips are a great place to start your journey towards creating your firm's holistic marketing strategy.

At Grow Legal Marketing, we offer customized marketing services for small California law firms. We take marketing off your plate so you can focus on running a law firm and serving your clients!

Interested in tapping into my 20 years of experience in the legal industry to grow your law firm? Let's talk. Visit growlegalmarketing.com to learn more and schedule your free 30-minute Strategy Session.