



Standing Out: How To Set Yourself Apart From Other Law Firms

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HICKMAN
Consulting Partners, LLC



20+ years in marketing



Broad range of experience

- Advertising, research, business analysis, revenue forecasting
- New business and brand launch in US and overseas
- Launched and led 3 businesses



MBA from top-tier school



Adjunct professor of marketing

Hickman Consulting Partners = Growth



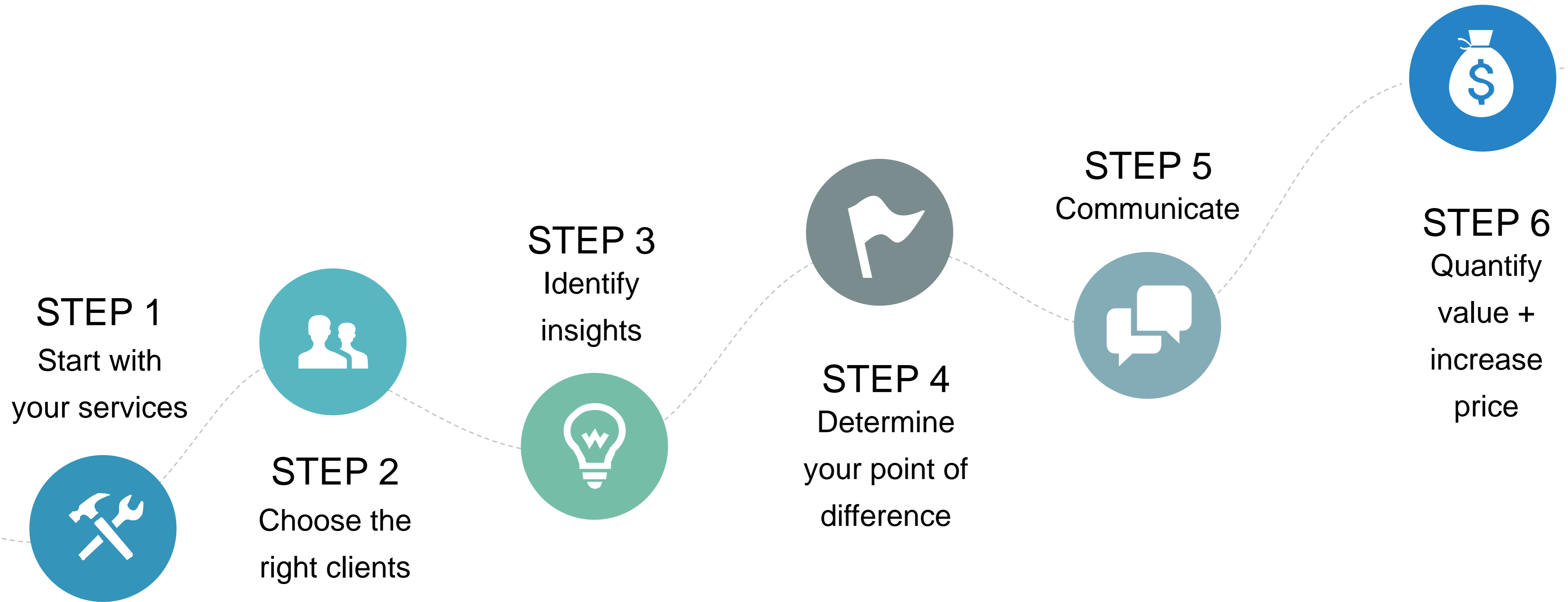
Hickman Consulting Partners = Attention



A man in a checkered shirt is standing in front of a whiteboard, gesturing with his hands as if presenting. The whiteboard has some faint diagrams and numbers, including a box containing the number '32'. The scene is dimly lit, with a blue tint. The text 'What are your objectives?' is overlaid in white on the man's torso.

What are your objectives?

OUR PATH



**Where is the
best place to
start?**



1. start WITH YOUR SERVICES



STEP 1

Start with your services

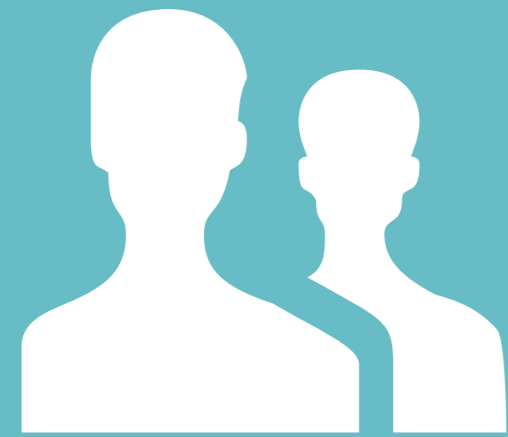
1

What services do you provide?

2

What do you do best?

2. Choose the Right clients



STEP 2

Choose the right clients

- 1 Who needs your services?
- 2 Who values your services?
- 3 Who is able to pay?
- 4 Who is easy to persuade?
- 5 Who is easy to work with?

3. Identify Insights



STEP 3

Identify insights

1

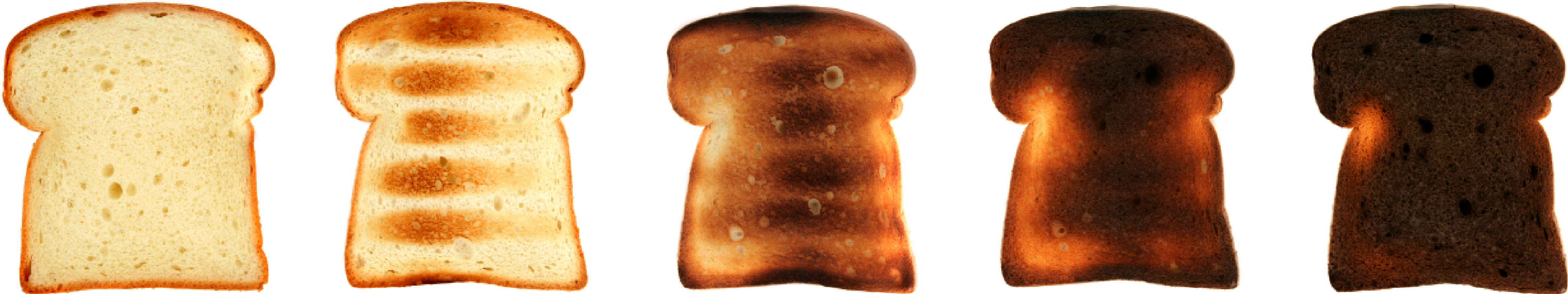
How do your best clients think and feel about your services?

2

What is important to your best clients?

- What is **most** important?

4. DeTERMINE Your Point Of Difference



4. DEtermine Your Point Of Difference



STEP 4

Determine your point of difference

1

Think about what you do best and what makes you different

- What do your best clients care about **the most**?

2

The easy way: ask

- Your clients
- Your coworkers or colleagues
- Your friends and family
- Your advisors or vendors

3

Ensure that your benefit is unique (enough)

- Potential clients **want** to choose
- They expect **you** to make the choice clear
- Give them a reason to choose you

A photograph of two men in a boxing ring. The man on the left is wearing black boxing gloves and is in a boxing stance. The man on the right is wearing white and red boxing mitts and is also in a boxing stance. The background is a blurred boxing ring with red and white ropes. The image has a dark blue overlay.

Consider your competition:

Law firms who do similar work.

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5. COMMUNICATE



- 1 Talking points
- 2 Case studies
 - Situation
 - Action
 - Result
- 3 Testimonials

6. QUANTIFY VALUE + INCREASE PRICE



STEP 6

Quantify value + increase price

1

Do the math

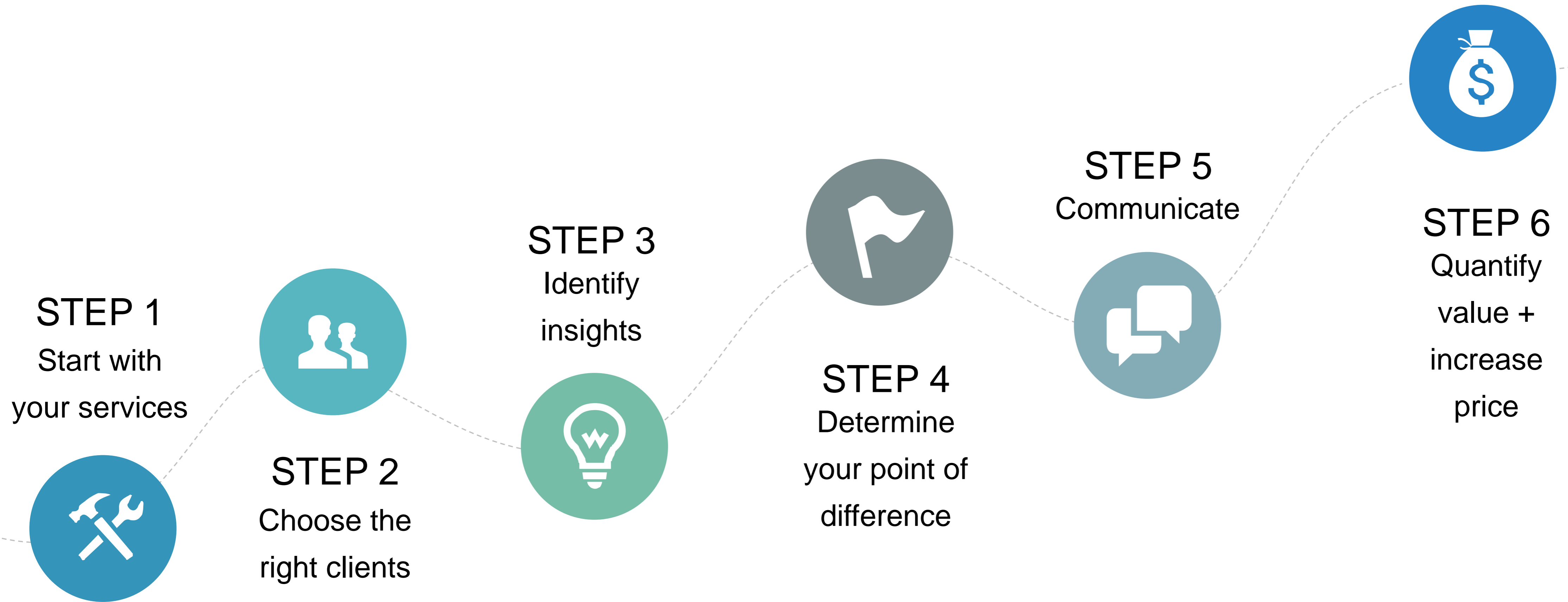
- Quantify the value you provide: calculate the benefit your clients receive

2

Reevaluate your rates

- Cost to provide services
- Market rate
- Value provided/benefit received

OUR PATH



A hand is raised in the air, palm facing forward, with fingers slightly spread. The hand is wearing a smartwatch on the wrist. The background is a blurred indoor setting, possibly a meeting room, with warm lighting and a whiteboard visible in the distance. The overall image has a blue-tinted overlay.

Share your learnings:

What has worked best for you?

Q&A



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RESOURCES:

