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

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PRACTICE MANAGEMENT ADVISORY SERVICE OF THE D.C. BAR  
LUNCH & LEARN SERIES • AUGUST 16, 2018  
SPEAKER: MARY ELLEN HICKMAN



# MARY ELLEN HICKMAN, MBA

Founder + Marketing Strategist

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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 on it. The scene is dimly lit, with a blue tint. The text "What are your objectives?" is overlaid in white on the man's chest.

**What are your objectives?**

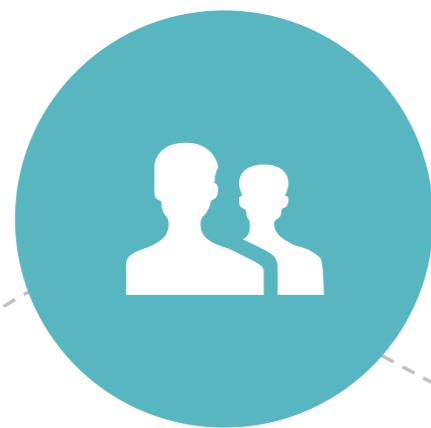
# OUR PATH



**STEP 1**  
Start with  
your services



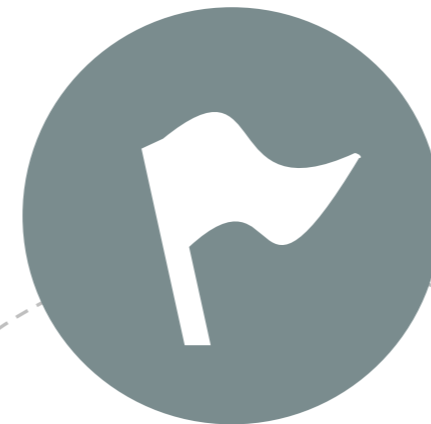
**STEP 2**  
Choose the  
right clients



**STEP 3**  
Identify  
insights



**STEP 4**  
Determine  
your point of  
difference



**STEP 5**  
Communicate



**STEP 6**  
Quantify  
value +  
increase  
price





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



# 1. start WITH YOUR SERVICES



## STEP 1

Start with your services

1

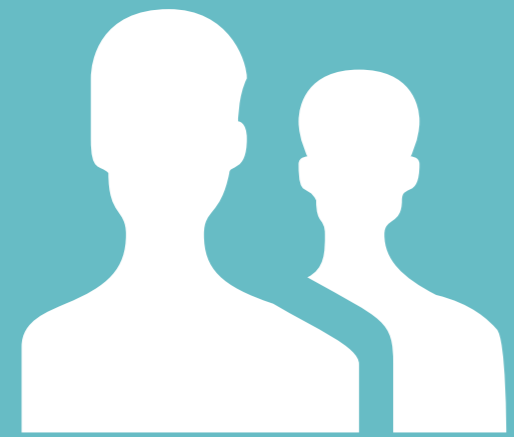
What services do you provide?

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?

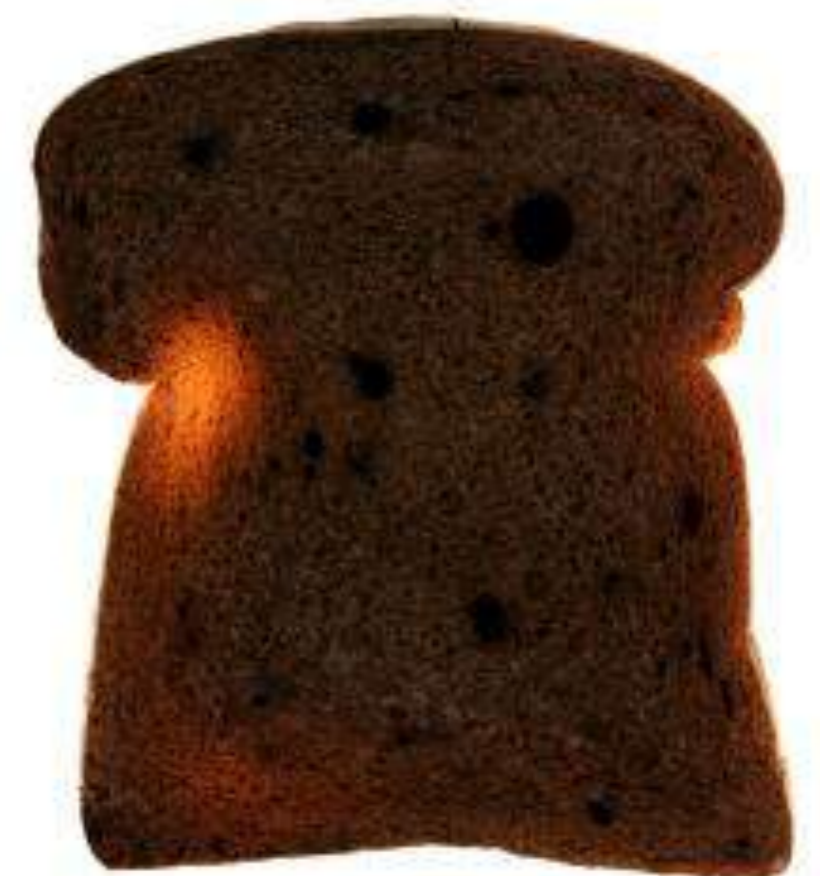
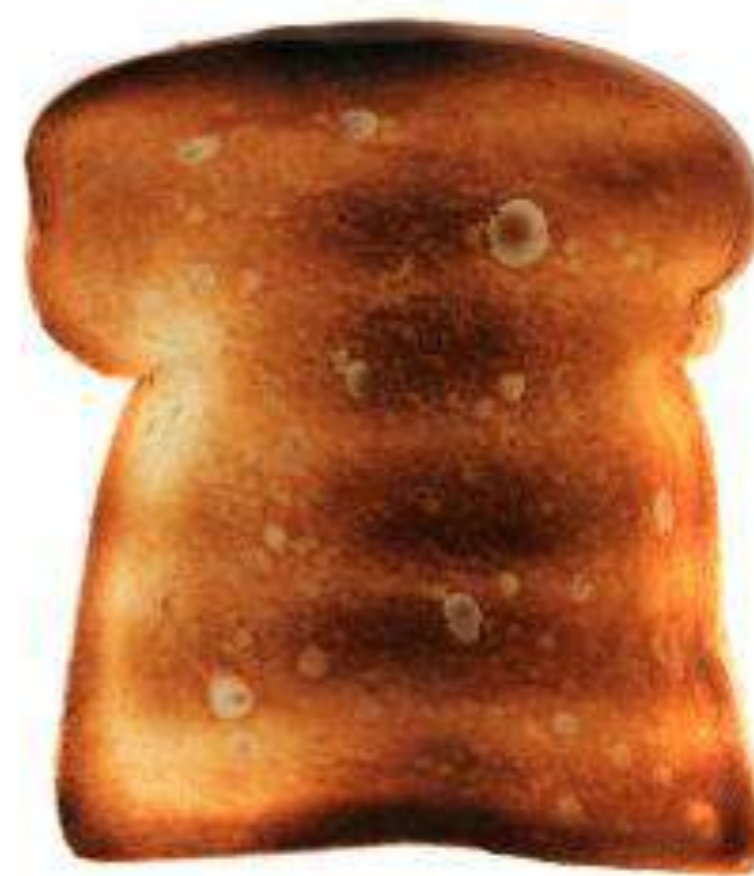
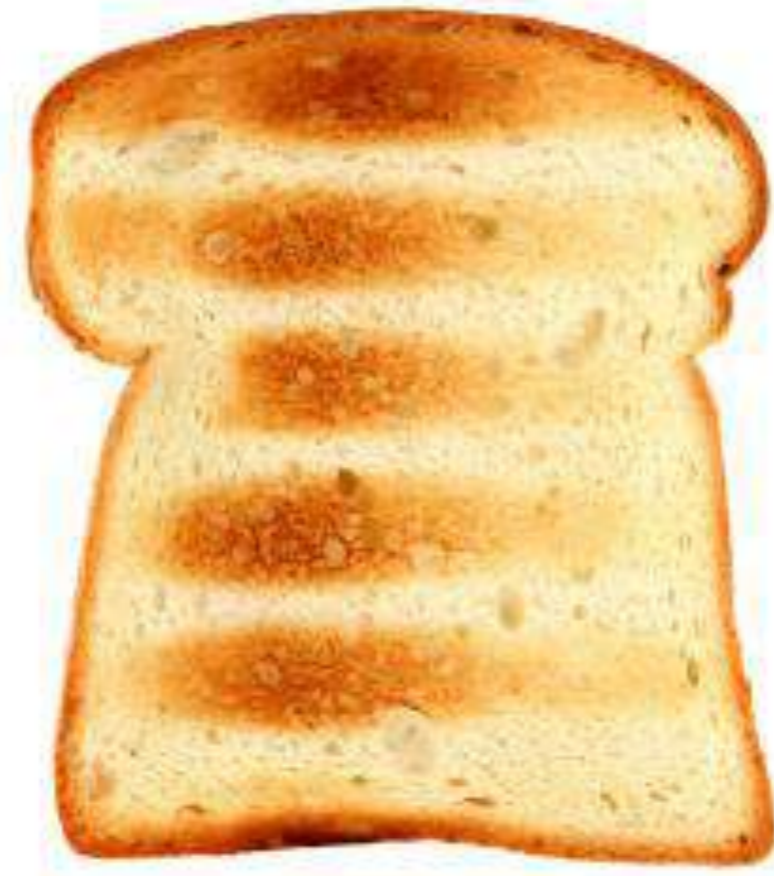
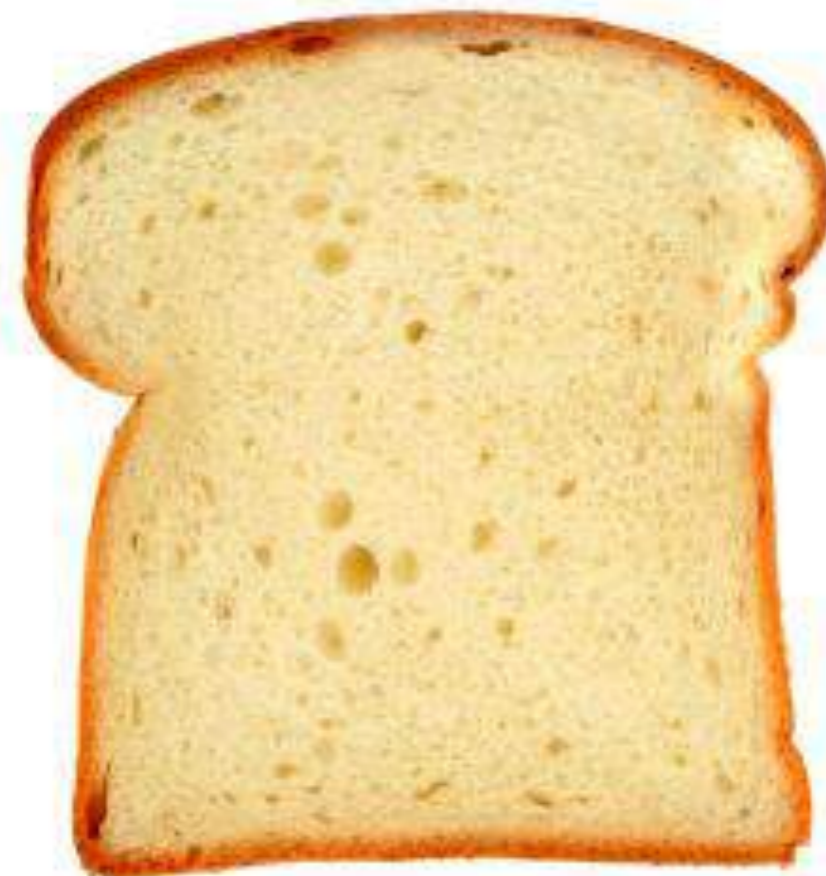
2

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 looking towards the right. The man on the right is holding a pair of white and red boxing pads. The background shows the red and white ropes of the boxing ring. The image has a dark blue overlay.

**Consider your competition:**

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**Law firms who do similar work.**



# 4. DEtermine Your Point Of Difference



## STEP 4

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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

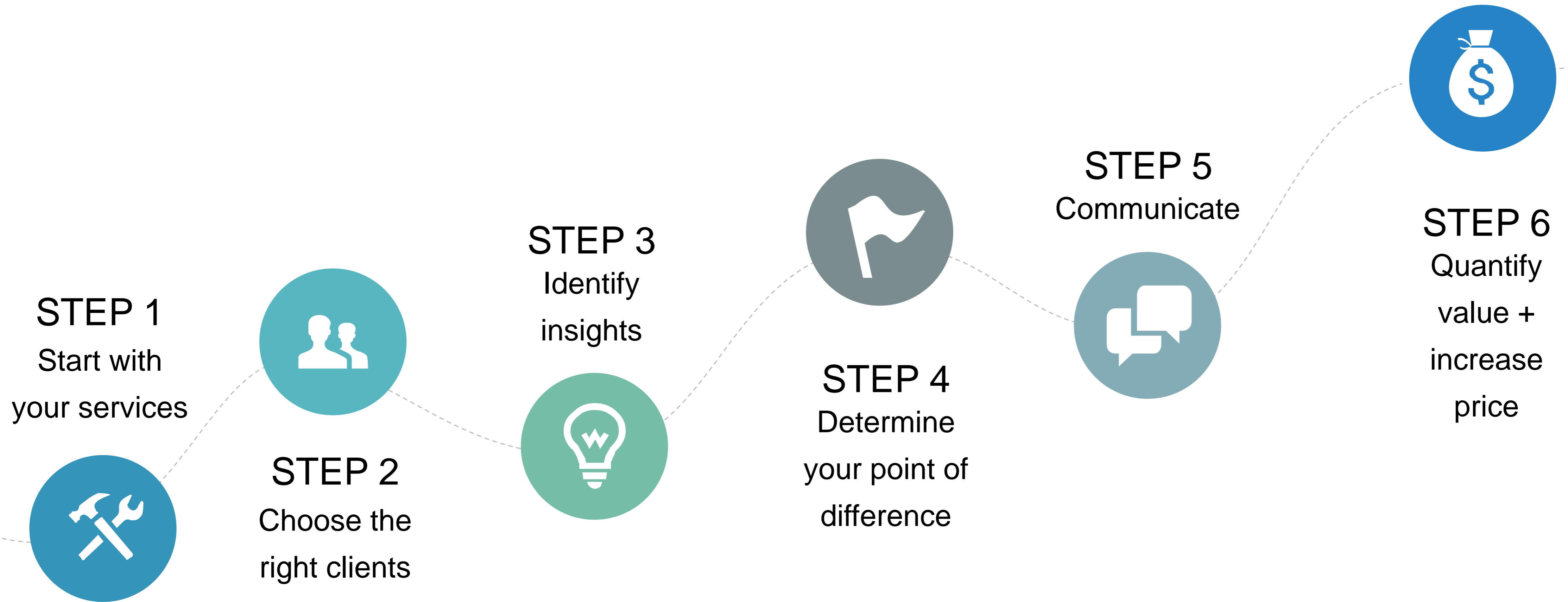
2

### 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:**

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**What has worked best for you?**



# Q&A



MARY ELLEN HICKMAN, MBA

## HICKMAN CONSULTING PARTNERS

MARKETING STRATEGY FOR GROWTH

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RESOURCES:

