

Brand and Messaging Checklist

To prepare the partnership for the strategy phase consider:

- Is there a strategic plan that this website can support?
- What practices / industries / clients appear to be upwardly trending?
- What practices are being constrained by market forces?
- How do clients see you in relation to your competitors?
- How do peer firms message and position themselves?
- What do we need to understand about the firm's culture in order to be successful?
- Does the firm's historical positioning need to evolve?

Thoughtfully select the attorneys to interview:

- Choose a cross section of team players, naysayers, old timers, and new kids on the block
- Be prepared to answer their questions that support the need for – and the importance of – a new brand and messaging platform. Frame your answers in terms of how this endeavor will help “move the firm forward,” “increase new business,” etc.

Be strategic in choosing client interviewees:

- Don't just choose the clients who love you best
- Pick clients who are most like your ideal future client
- Focus on clients in growth practice areas
- Choose those whom you know also engage peer firms

Aim for natural and own-able descriptors:

- What can your firm claim now – or in the near future?
- Look for real-life examples that help differentiate the firm from your peers (e.g., what makes your firm unique and relevant?)
- Reminder: Nearly every firm claims to be client focused

Strategy take-aways:

- Incorporate the client perspective
- Don't imitate peer firms – stand out from them
- Gore the sacred cow if it stands in the way of growth