

Is it Time for a Rebranding of Your Firm?

If you haven't thought about your law firm's brand within the last decade, it is probably time for a rebranding. Revamping an existing brand can prove challenging, but it is completely doable with some planning and strategy. I scoured the internet for some valuable advice on the subject and below are some of the best tips I found.

Establish an End Goal

Making changes without a goal in mind can lead to wasted time and money. Look at your current brand with a critical eye to determine what does and does not work about it. Does your website scream 90s? Perhaps your marketing materials do not attract your desired clientele. Whatever the problem, identify it and come up with a concrete solution. You may want to portray your firm in a more youthful light. Maybe you want to present a more conservative image or position yourself as an expert in a specific practice area. With a tangible goal in mind, you can better strategize an effective plan of action.

Consider Your Competition

Is there a similarly-situated firm in your community that seems to be growing faster than your practice? Pay attention to their marketing efforts. I am not advising to copy their campaigns, but make a note of what seems to be working and think about how you can implement similar tactics with your own unique spin. Market research can provide you with valuable insight into what is working in your geographic location. Do most of the

firms in your area present themselves as domestic law experts? Why not position your practice as the go-to firm for business matters? Find ways to set yourself apart with your branding choices.

Create an Actionable Plan

Once you have a clear direction, it is time to map your course. Create small doable goals and set strict time frames. Approach your rebranding as you would a client case. Delegate specific tasks, as well as success metrics. Hold yourself accountable for progress and make adjustments as needed. You may make mistakes along the way and that's fine. Don't beat yourself up for a botched photo shoot or negative client reactions. Learn from these setbacks and keep moving towards your goal.

Your brand is how the world sees your firm. Take your rebranding project seriously and put in the work to create the strongest brand possible.

About Erika Winston:

Erika Winston is a freelance writer with a passion for law. Through her business, The Legal Writing Studio, she helps legal professionals deliver effective written messages. Erika is a regular contributor to [TimeSolv](#) and a variety of other publications.