

Forget brand

Forget USPs

Forget differentiation

Focus on your
**client value
proposition**



size 10½ boots

www.tenandahalf.co.uk



FREETHS

 **ADDLESHAW
GODDARD**

GOODMAN DERRICK LLP

Geldards
law firm

◆ Gateley Plc

TaylorWessing

WATSON FARLEY
&
WILLIAMS

 **BENEST
CORBETT
RENOUF**

 **MAZARS**

MemeryCrystal

What part does brand
really play in a legal
context?

What is a client value
proposition?

How do you create a
client value
proposition?

How do you USE a
client value
proposition?





What is a
brand?

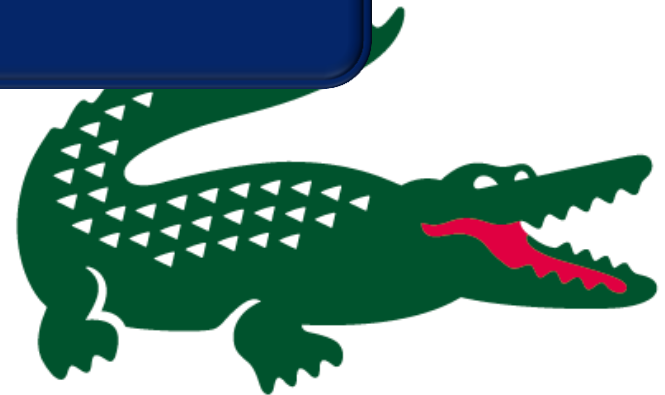


An emotional
response

How we want to
be perceived

What we want
people to think

Your personality

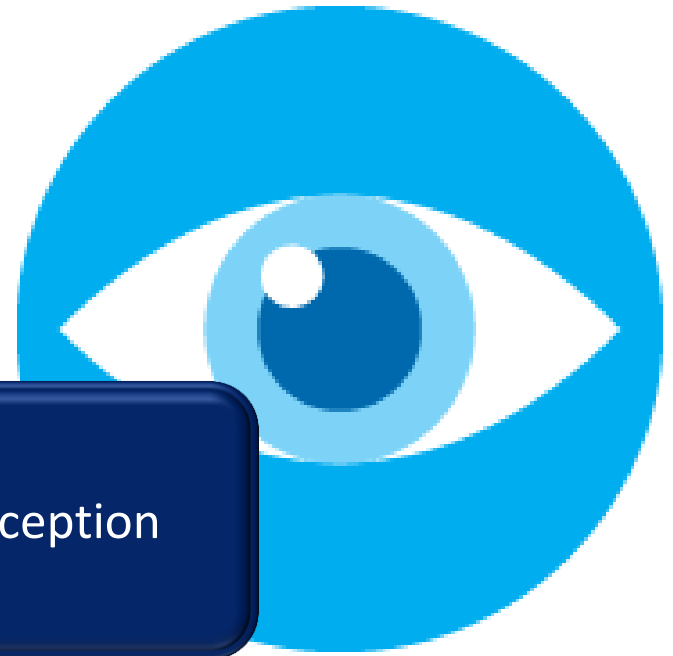




What is
brand in a
legal context?



A calculated
response



Perception



Trust and
credibility

Image



YOU

**YOUR
PRACTICE**

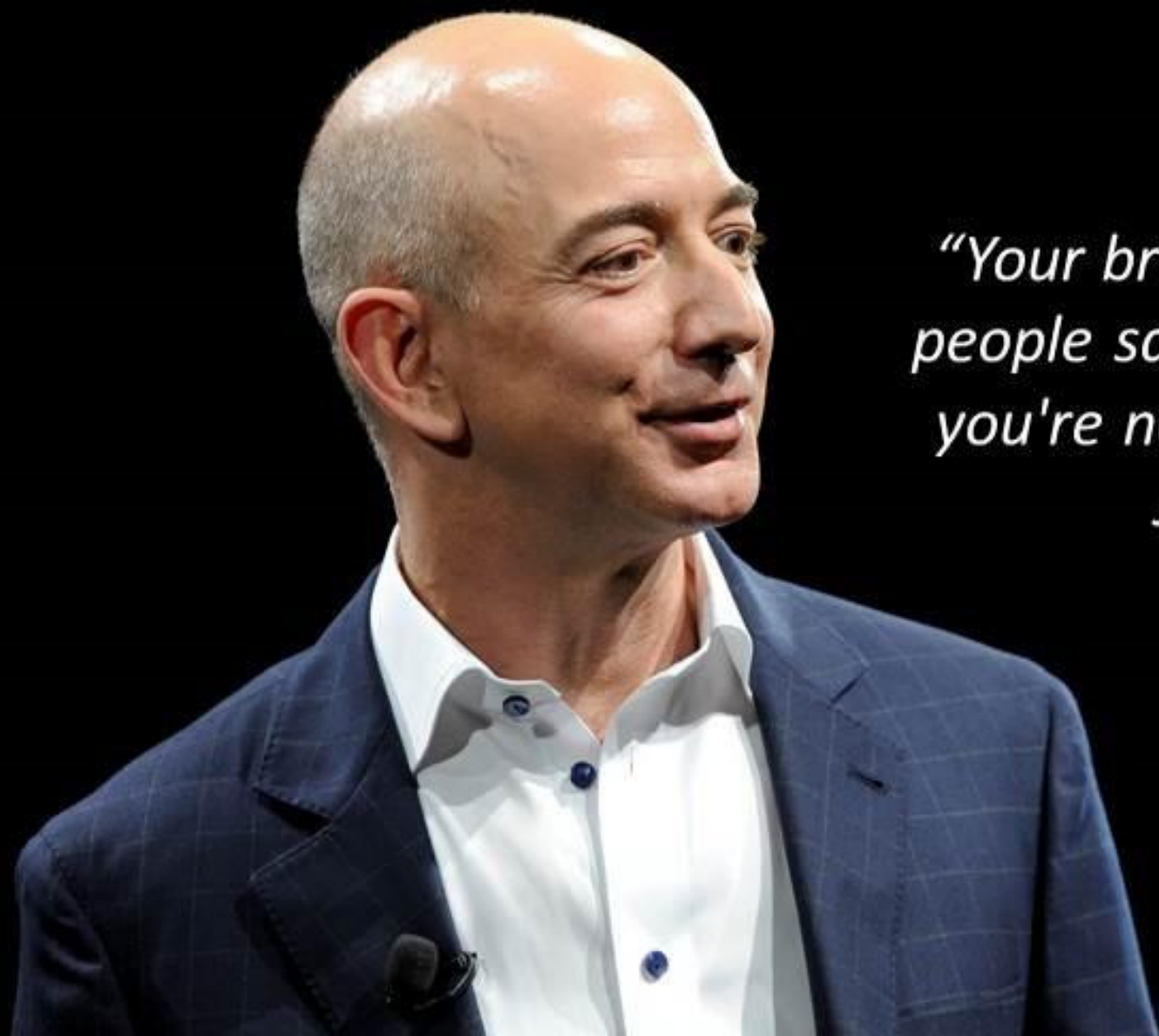
**YOUR
FIRM**



- Logo
- Strapline
- Corporate colours
- Brochure design
- PowerPoint templates

- Image
- Perception
- Credibility
- Service
- Quality





*"Your brand is what other
people say about you when
you're not in the room."*

Jeff Bezos

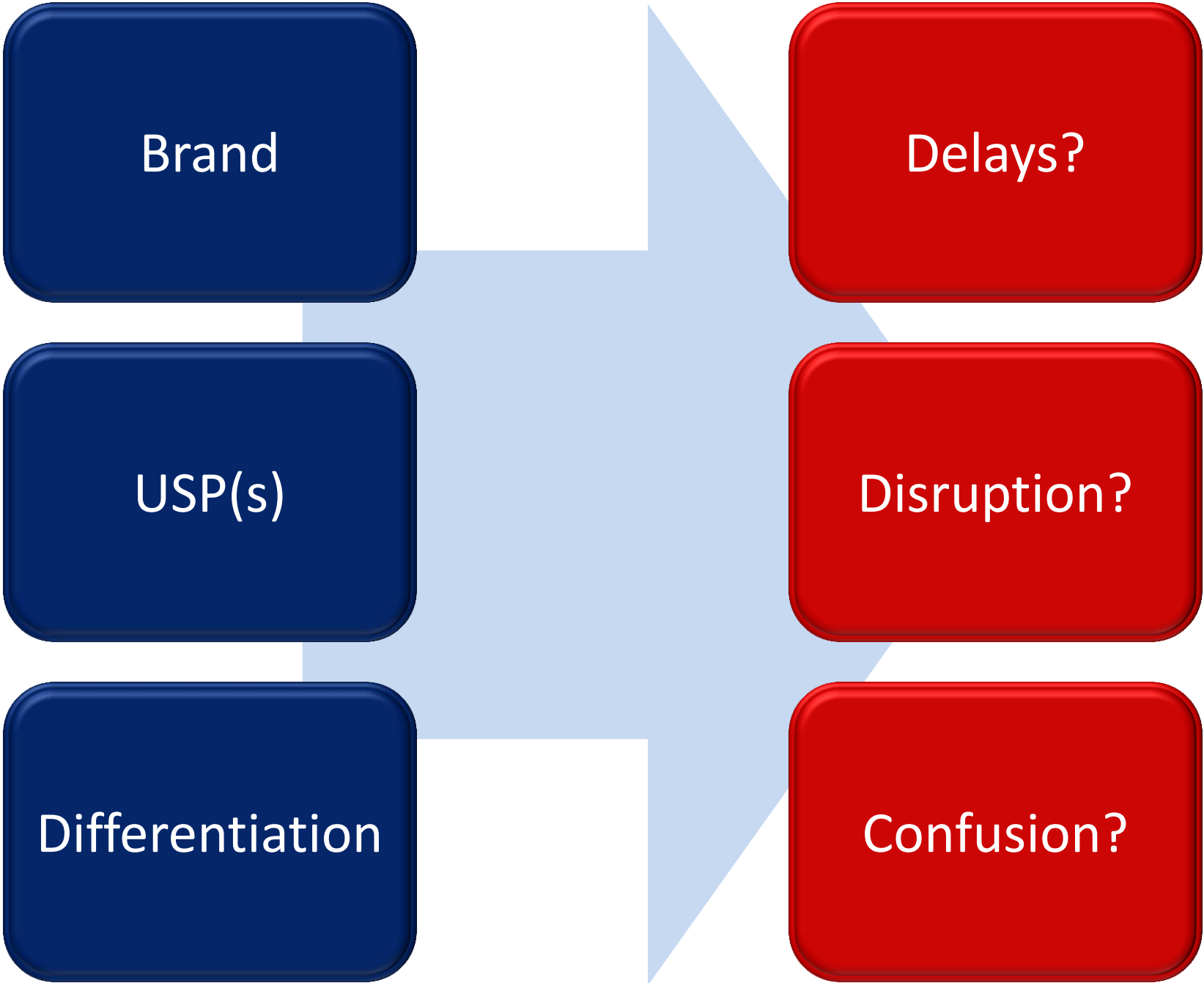
The successful legal brand (in a perfect world)

Your market thinks what
you want them to think
when they hear or see
your firm's name

They understand your
personality and believe
you offer the quality,
credibility and service
they demand

A vibrant, multi-colored rainbow arches across the top of the image. At the bottom right, a black pot of gold is overflowing with yellow coins, surrounded by green shamrocks and grass. The text is centered within the rainbow's arch.

All very admirable
... but is this the
real world?



Brand

USP(s)

Differentiation

Delays?

Disruption?

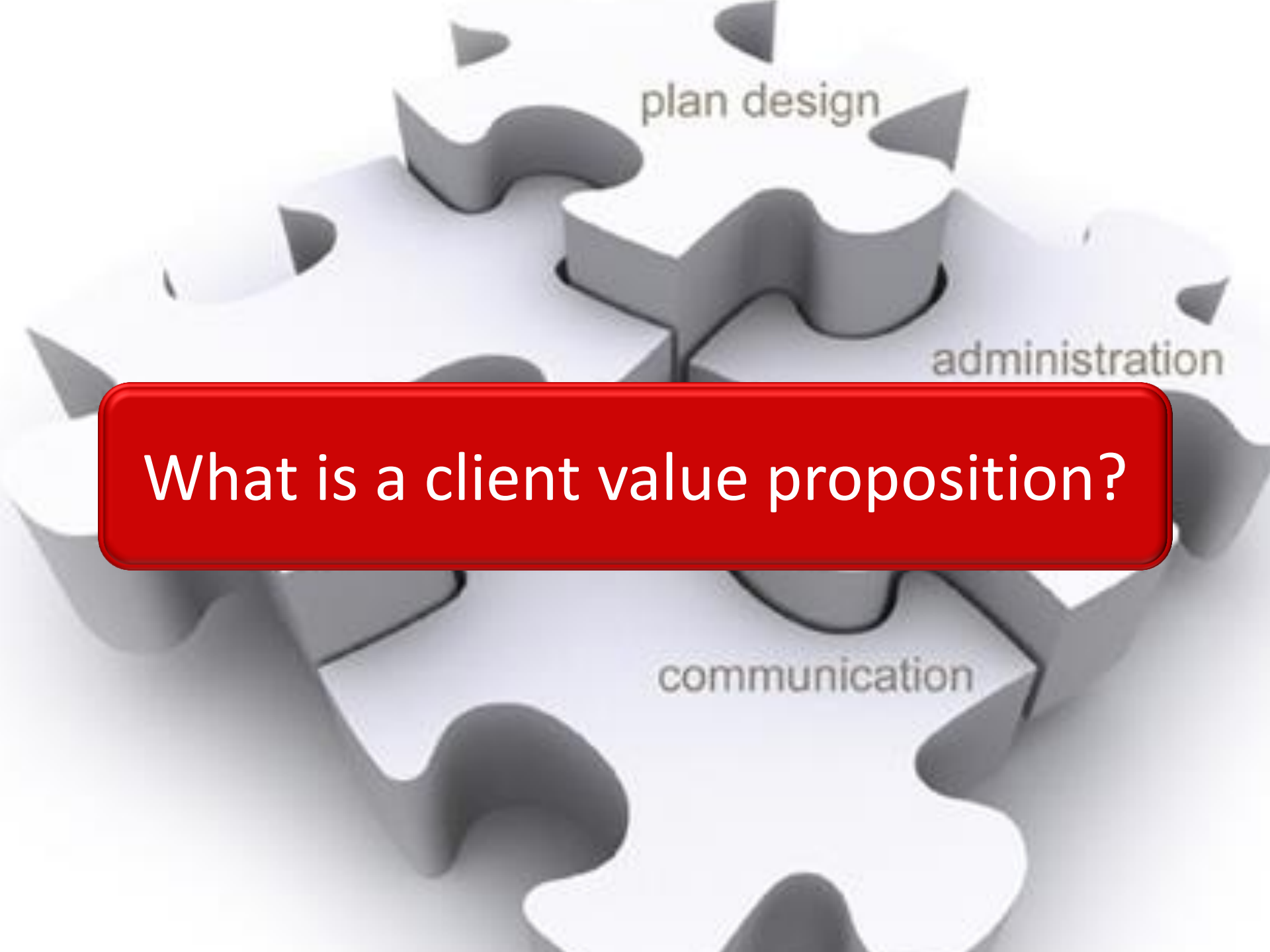
Confusion?



OK, so
what's
the
answer?



A client value
proposition

The background of the slide features a close-up, high-angle shot of several interlocking white plastic gears. The gears are arranged in a cluster, with some in sharp focus and others slightly blurred in the background. The lighting is soft, creating gentle shadows that emphasize the three-dimensional texture of the gears. Overlaid on this background are three text labels: 'plan design' at the top, 'administration' on the right, and 'communication' at the bottom. A prominent red rectangular box with rounded corners is centered horizontally across the middle of the image, containing the main text of the slide.

plan design

administration

What is a client value proposition?

communication

What you do

What is a client value proposition?

What you do

Why you do it

What is a client value proposition?

What you do

Why you do it

What is a client value proposition?

How you do it

What you do

Why you do it

What is a client value proposition?

How you do it

SO WHAT?

What isn't a
client value
proposition?



A CVP gives you



A short statement that clearly communicates the benefits of working with your firm

A consistent promise that relates directly to what your clients want and how they want be served

A way to articulate the benefits **[SO WHAT?]** you always add ... and why they should choose you, not your competitors

What are the
strengths of a
CVP?

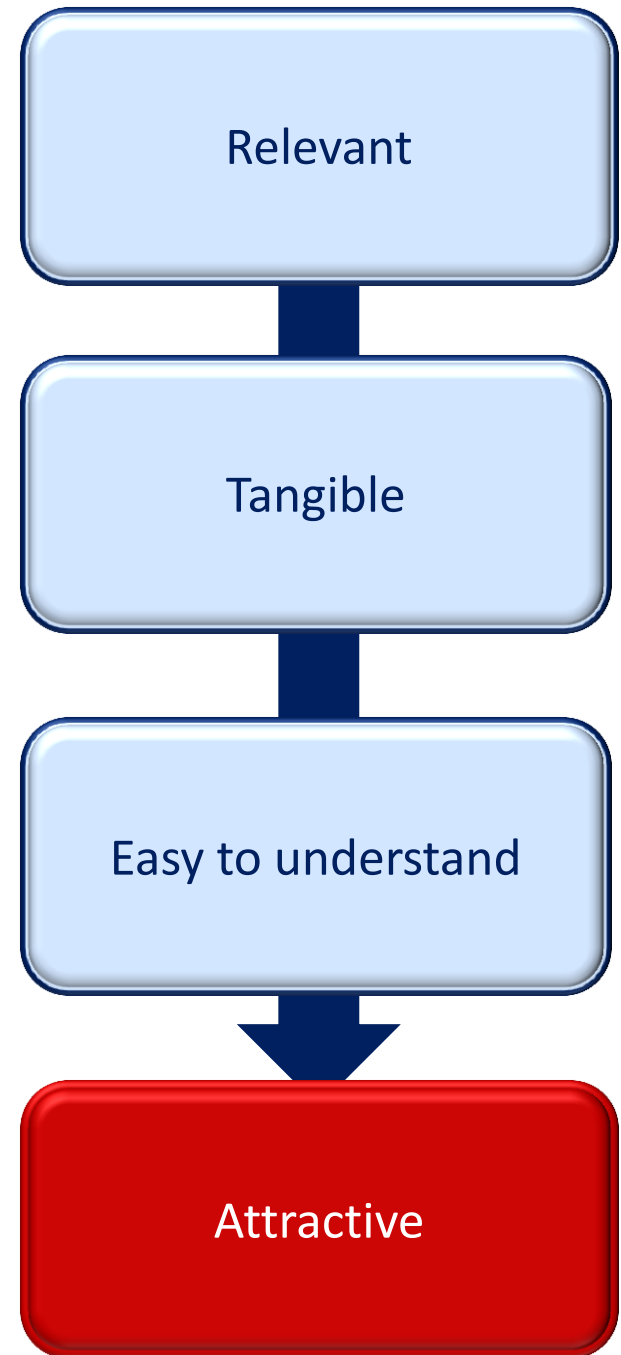
What are the
strengths of a
CVP?

Relevant

Tangible

Easy to understand

Attractive

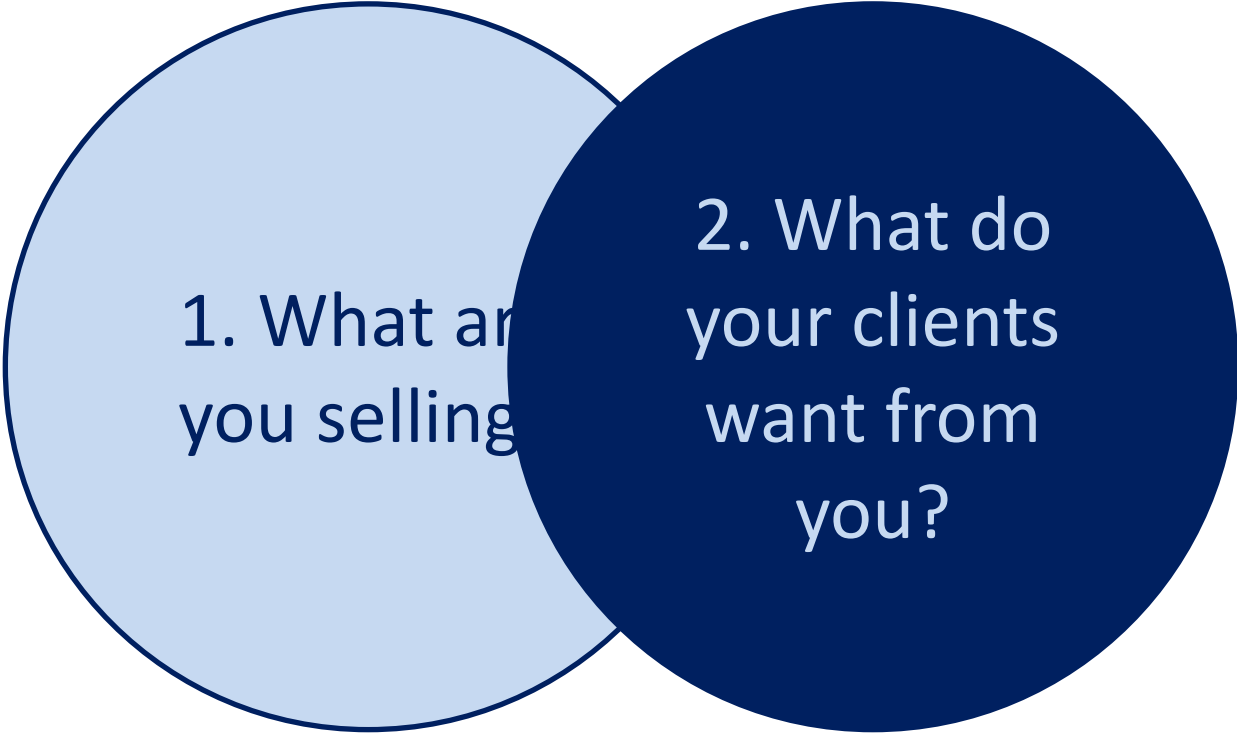




How do I build
an attractive
CVP?

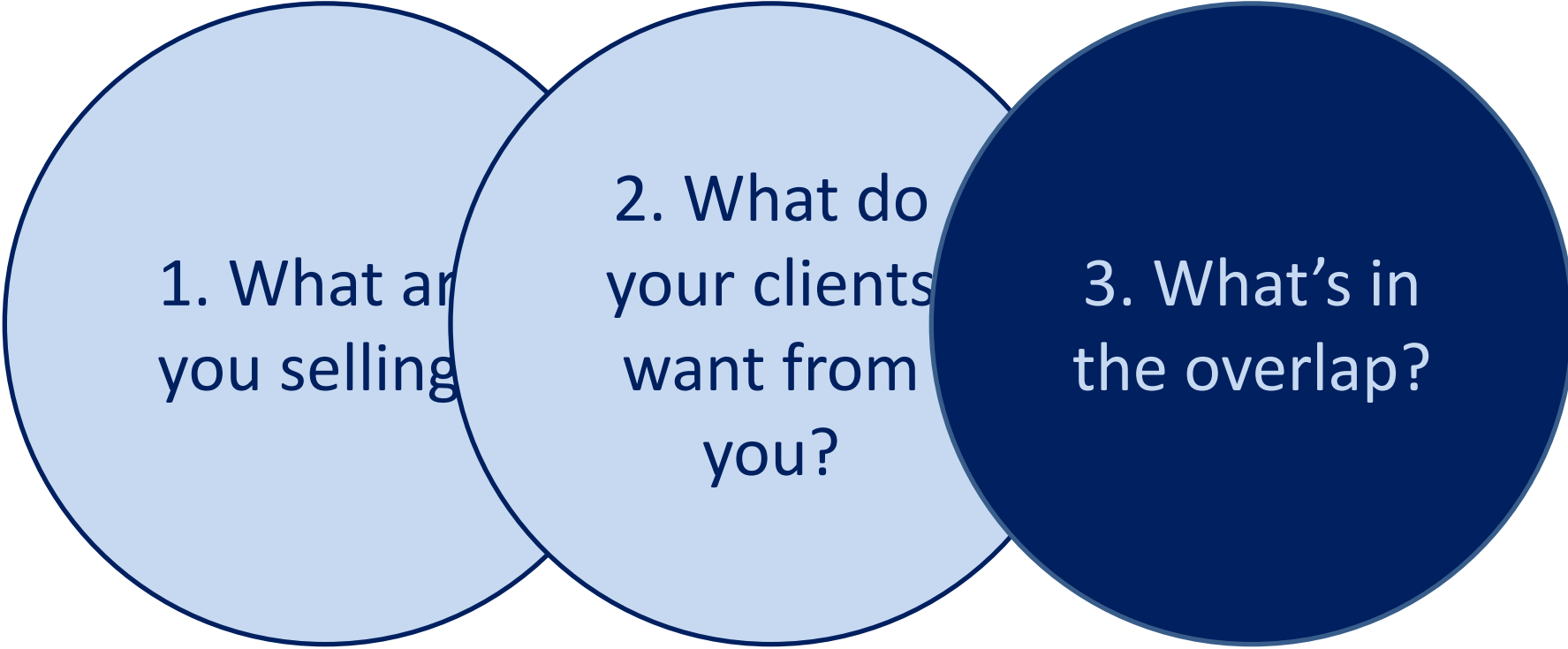


1. What are
you selling?



1. What are
you selling?

2. What do
your clients
want from
you?



1. What are
you selling

2. What do
your clients
want from
you?

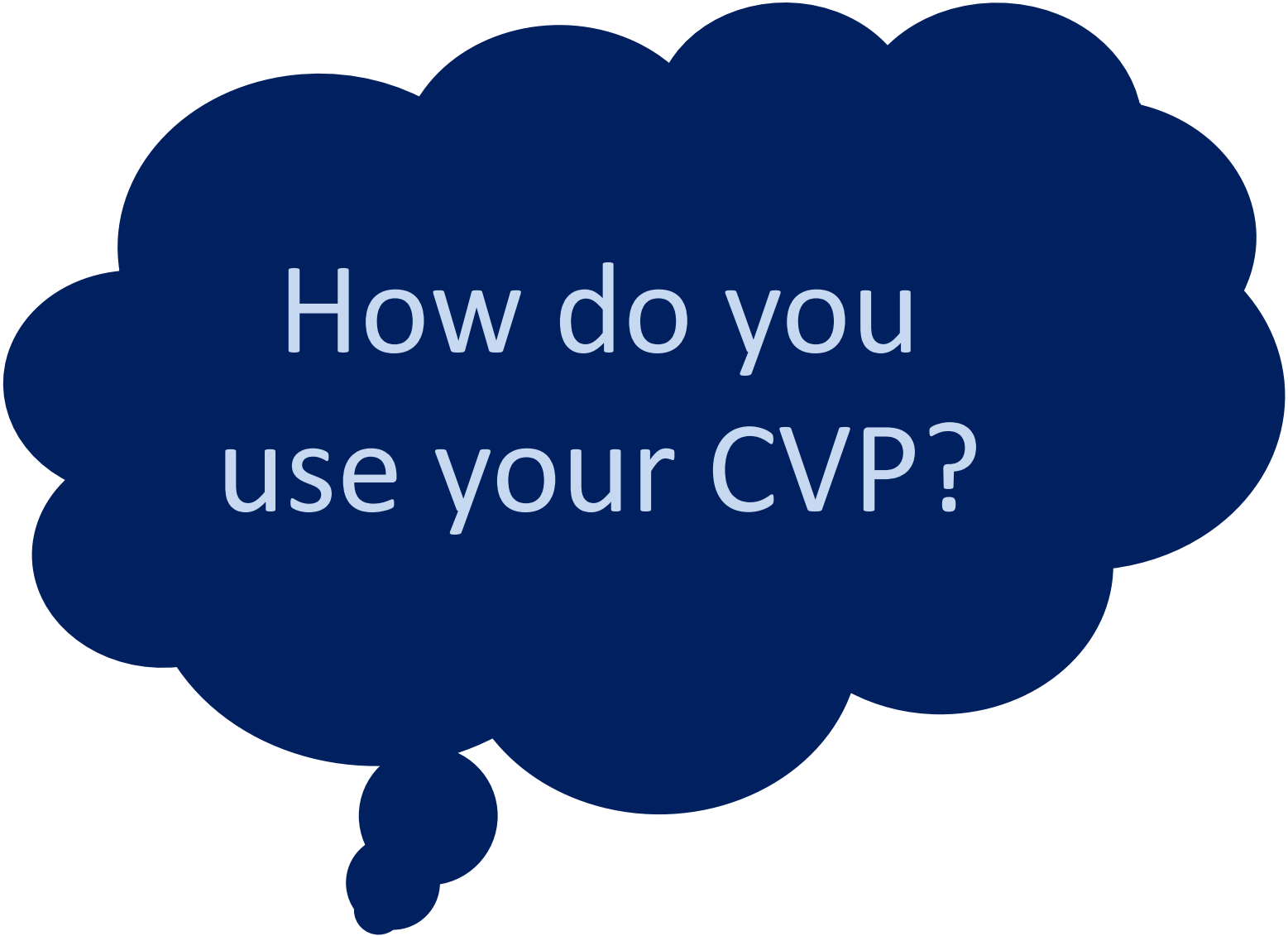
3. What's in
the overlap?

SO WHAT

And here are 10½ steps to make managing the whole process internally much ,much easier ...

1. Pull together all of the background information you have
2. Pull the key themes from that material
3. Choose a working group
4. Host a facilitated discussion session
5. Don't forget to ask "so what?"
6. Wait a few days then revisit the notes from your discussion session
7. Pull together the key themes
8. Explain where they've come from
9. Reconvene your working group and agree the CVP
10. Agree the plan and timeline for the staff launch

10½. Execute your plan!



How do you
use your CVP?

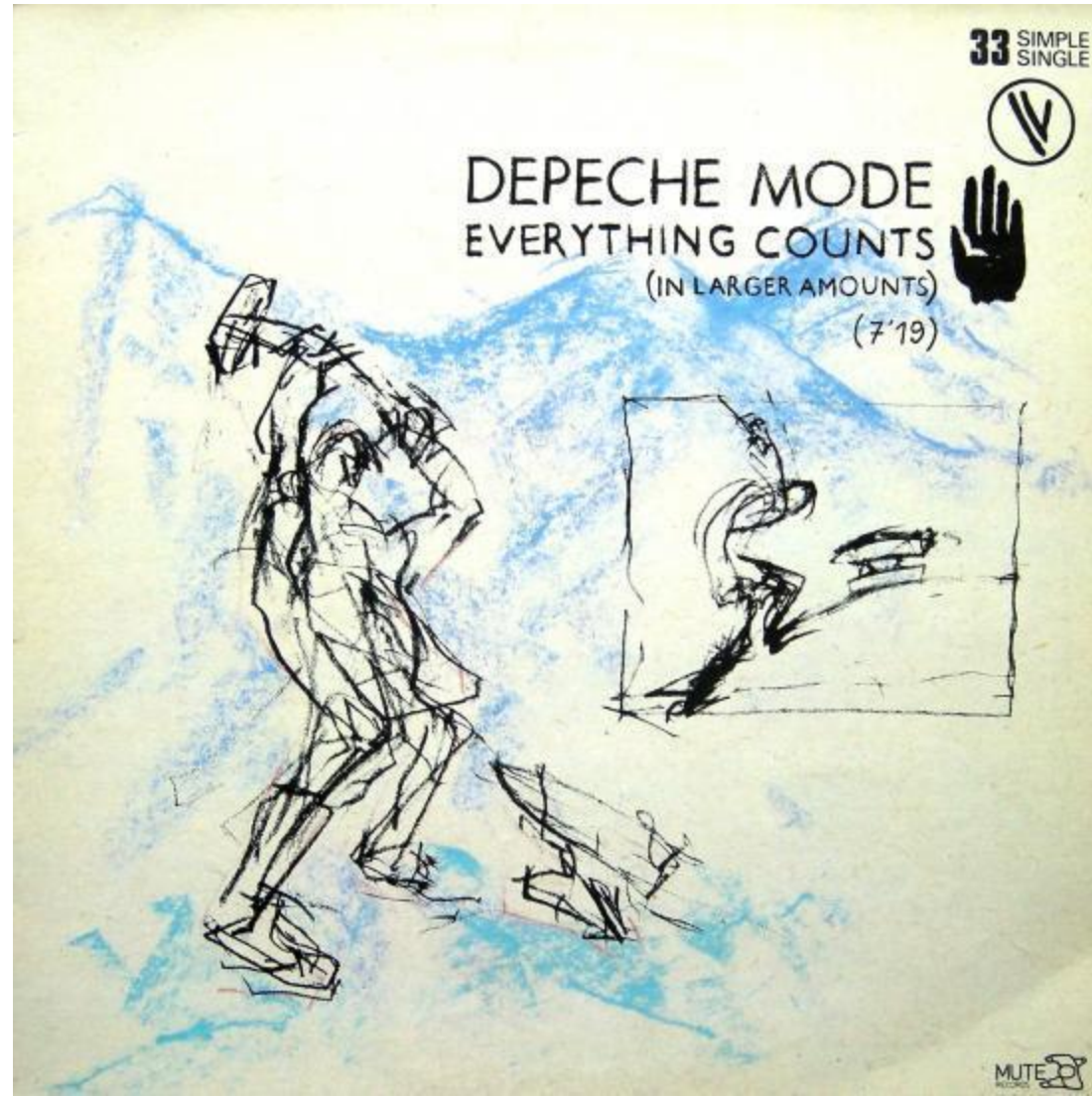
CONSISTENCY



Everything counts

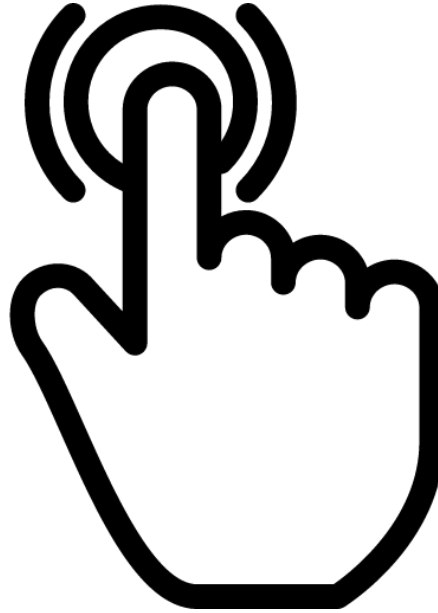
What impact do you create when you communicate with clients and referrers?

Is this congruent with what you are saying your firm offers?





1. In person



2. Online



3. In writing

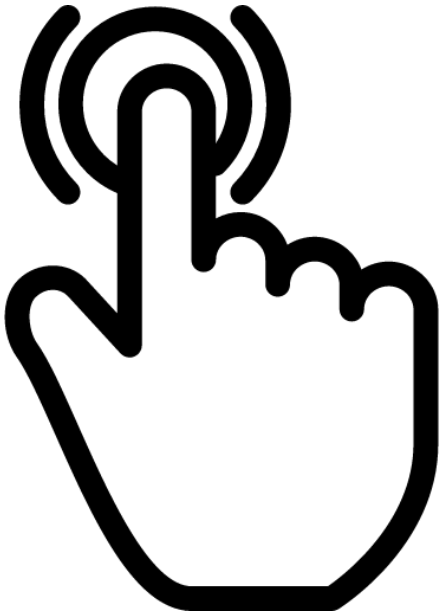
1. In person



“Why should we use *you*?”

- Fee earners
- Reception
- In pitches/beauty parades
- Over coffee

2. Online



Your website:

- Design
- Content
- Purpose

Your social media activity:

- Platform
- Tone
- Objectives

1. In writing



- Your voice: tone & style
- Your 'platform' (point of view)
- Format & frequency



How do you
launch your
CVP?



Internal

External

- Web copy
- Brochures
- Pitch docs
- Your writing 'voice'
- Reception

Road-test it with key clients
and key referrers – does
your CVP match the firm
they know?





- A full staff launch
- Explain 'why' as well as 'what'

Ask ALL staff for suggestions on how best to present your CVP at every point



Any questions?

Would you like a free copy of the first chapter of *Package, Position, Profit?*

Would you like to arrange a free 45 minute chat to discuss how to tighten your firm's CVP?



Bernard Savage

T: 0777 189 7772

E: bernard@tenandahalf.co.uk



@sizetenandahalf



Bernard Savage



size 10½ boots

www.tenandahalf.co.uk