

Choosing Your Legal Niche

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Written by [Derek Bolen](#) , posted June 18, 2015



As a solo or small law firm practitioner, identifying and targeting a specific legal niche with your marketing materials and website content can be an incredible boon to your business, and a great opportunity to differentiate yourself from your competition. If you're marketing yourself as a legal generalist, it's easy to get lost in the noise, but having a narrowly defined target market for your firm can drive greater client acquisition and establish you as a leader in a particular space.

With the benefits of a niche practice being well established, how do you determine which niche is right for you once you've decided to specialize?

Establish What Matters

A niche practice isn't only rewarding financially—it can be personally rewarding as well. When determining the niche you wish to service, it's important to take into account work you legitimately enjoy doing. In order to stay motivated, author Daniel Pink suggests finding a niche that is *intrinsically rewarding*—that is, motivation that comes from within rather than external sources (like a big bag of money). Finding a niche that provides you with purpose and meaning will go a lot further than simply choosing one based on profitability (though it's great if you can combine the two.) Take stock of the kind of law you enjoy practicing, the [clients you love servicing](#), and what truly gives you meaning at the end of the day. The monetary rewards will follow.

Get Focused

In his post '[Practice Like a Generalist, Market Like a Specialist](#)', Stephen Fairley covers four areas of attention to factor into your process when selecting a specialization:

1. **Focus on a specific industry.** Pick two or three specific industries, like banking, intellectual property for software development, commercial real estate litigation, etc.
2. **Focus by size of revenue.** You can focus your practice on high net worth individuals (at least \$1 Million in

net assets) or target businesses with \$5 Million to \$50 Million in revenues.

3. Focus on the services you offer. Perhaps you want to focus your law firm's services on complex litigation, celebrity or high profile divorces, white collar crimes, or Spanish speaking clients.
4. Focus by combining all three above. The most powerful way to specialize your law practice is when you combine all of the above: niche yourself by industry, size of revenue, and by the specific services that you offer.

See What's Trending

What legal services are clients in your market looking for? What trends are emerging that you might be able to capitalize on? Consider, as an example, that widespread [domestic and commercial drone use](#) was a sci-fi fantasy as recently as five years ago and the wealth of legal issues that have come along with this development. Technology is opening up new avenues for attorneys to explore at a faster rate than ever—as long as they know where to look.

Stay on top of [legal blogs](#) to get an idea of emerging opportunities or practice areas. [Google Trends](#) is an excellent tool to get a granular look at what potential clients are searching for and potential demand for your services at a global, national, or municipal level (for example: surprisingly, 'startup lawyers' are in demand in California and New York.) You can even compare different practice areas by search volume to see what's trending upwards, and what's on the decline.

Compare Search terms ▾

startup lawyer
Search term

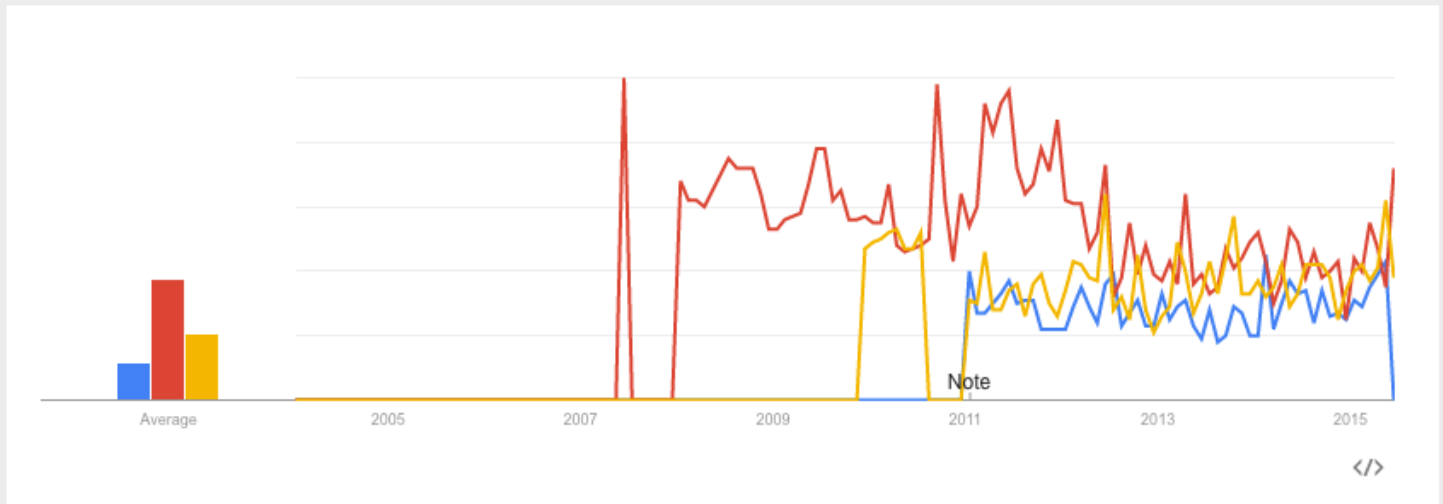
IP lawyer
Search term

healthcare lawyer
Search term

+ Add term

Interest over time ?

News headlines ? Forecast ?

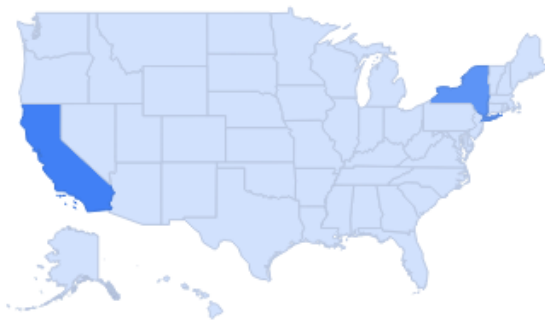


Regional interest ?

startup lawyer ip lawyer healthcare lawyer

Worldwide > United States

Subregion | Metro | City



Subregion	Interest
California	100
New York	80

▶ View change over time ?

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Test The Waters

Once you think you've identified your niche, set up a quick PPC campaign, do some social media marketing, and generate some blog posts around niche topics to see if they get any traction. Rather than redesign your entire website, consider utilizing some one-off [landing pages](#) focusing on your newfound areas of expertise. Not getting the reaction you expected? Consider that these may be niche areas because there isn't enough business to wholly

support them—then go back to the drawing board and start again. By continuing to research, refine, and optimize your approach, you'll find your newfound niche success in no time.