# What Makes You Unique As a Lawyer?

As you develop a plan to attract new business, consider first what makes you unique as a lawyer.  Use this tool to record your answers to specific questions to help you determine what differentiates you from other lawyers.

## 1. What areas of expertise do you have that differentiate you from other lawyers (list at least five)?



## 2. Why do your clients choose to work with you over other lawyers (list at least five reasons)?



## 3. If you have other lawyers in your practice, what type of matters are you pulled into by other lawyers because of your expertise?

## 4. Have you ever written an article on a particular topic? If so, what was the topic?

## 5. When you have had performance reviews in the past, what feedback do you consistently receive?

## 6. What are you “known for?”

## 7. What would you LIKE to be known for?