

# Law Firm Rankings - Why They Matter and How To Improve Your Results

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Presented by

Phil Cox – Business Development Coach and Trainer  
Nicholas Richardson – Editor, *IAM Patent 1000* and *WTR 1000*



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# Today's Speakers

- Nicholas Richardson
  - Current editor of the *IAM Patent 1000* and *WTR 1000* ranking publications
  - Previous assistant editor at Chambers & Partners
- Phil Cox
  - Business development coach and consultant
  - Rankings consultant for over a decade
  - Helped multiple clients achieve Gold/Tier 1 rankings
  - Previous associate publisher of *Managing IP* magazine

# Agenda

- Do rankings really matter?
- Using results in promotional materials
- Ranking the rankings - Which are most important
- Getting yourself organized
- The anatomy of a submission
- How to stand out
- Research methodologies for the important rankings
- Best practices in putting a submission together

# Do Rankings Really Matter?

- Buyer behavior and the research cycle
- Third party approval
- The importance of social proof
- C.Y.A.S.

# Using Results in Promotional Materials

- Use a spreadsheet or word doc to capture your results and the write-ups for both the firm and individuals
  - Website
  - LinkedIn
  - Pitch Materials
  - Firm brochure
  - Attorney bios

# Ranking the Rankings

- Which rankings are most important and why?
  - WTR 1000
  - IAM Patent 1000
  - Chambers
  - Legal 500
  - Managing IP – IP Stars
  - Best Lawyers, Super Lawyers, US Lawyers



# Get Yourself Organized

- Designate a “Rankings Partner”
  - Accountability for the process
  - Push other attorneys
- Calendar of submissions – update 2x/year
- Use templates to record case information – update 2 to 4 /year
- Referee spreadsheet
- Track results and write-ups

# The Anatomy of a Submission

- Firm profile
- Lawyer biographies
- Cases
- Feedback on previous rankings
- Recent developments
- Researcher interview – Client referees
- Researcher interview – Your attorneys

# How to Stand Out

- Being experts in everything is very hard to prove and is rarely true
- Create an engaging story and narrative that defines your firm
- Highlight your strengths both on the firm and individual level
- Give focus to niche practices and intricate areas of law that require elevated skills you can actively show and prove to researchers

# IP Ranking's Research Methodologies

- WTR 1000
- IAM Patent 1000
- Chambers
- Legal 500
- IP Stars firm level and practitioner level

# Best Practices – Firm Profile

- Develop a compelling narrative
- Unique Selling Points (USP's)
- Precedent setting / landmark cases
- Describe the size and shape of your client base
- Specialisms other firms cannot/don't offer
- Figures stand out
- Describe the breadth of work carried out

# Best Practices – Attorney Bios

- Personalize them and bring the lawyers to life
- Identify and list what makes each partner different and the specific value they bring
  - Position, industry group affiliation, niche area specialisms, etc.
  - Precedent setting work
  - Languages
  - Client management skills
- Be honest, your clients must corroborate this

# Best Practices – Case Write-Ups

- To be a leading firm, you must present your best work
- Case write-ups
  - Length 300 to 500 words
  - Clear reasons why it is inventive, or important
  - Start with the importance and relevance first
- Update cases twice per year

# Best Practices – Client Referees

- Make a spreadsheet of potential referees once per year
- Reach out to each referee and ask if they would be ok to participate
- Don't over-use them, have one per submission if possible
- Keep a track of who you used for which title
- Correlate Partners you are trying to get ranked with the referees you put forward
- Reach out to the referees just before the researcher does



# Best Practices – Researcher Interview

- A personal connection goes a long way
- Respond to the first request straight away
- Ensure the Partners you want to improve rankings for sit the interview
- Be one of the first during interviews in the research period
- Review your firm's submission prior too the interview
- Bring up cases and factual info that paints you in a strong light and allows you to stand out



# Follow-up Questions

**Phil Cox**

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# Thank you

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