



Cherry Garcia Always Beats Vanilla

The following is adapted from:  **FIRE
PROOF**

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If you want your law firm to stand out in an increasingly competitive market, you need an intoxicating, new flavor to entice clients with ever-diversifying palates.

**VANILLA IS CLASSIC, BUT, IN THE MODERN WORLD,
CHERRY GARCIA BEATS IT EVERY TIME.**

One of the ways my law firm has carved our own lane in the market is through TV advertising.

Networks are riddled with low-budget commercial spots featuring stodgy actors rattling off their settlement amounts.

So, we did a few things that separated us from the pack.

-  We were funny and engaging.
-  We appealed to viewers' humanity.
-  We built narrative arcs.
-  We collaborated with visionary agencies.
-  We were CREATIVE.

You might discover that TV isn't the right platform for your business. Maybe you're better suited for direct mail, radio, or digital marketing.

Whatever medium you choose, to build a firm that lasts, you must CREATE your own well-researched lane that positions your distinct theme, message, and personality.

-  Be different.
-  Be entertaining.
-  Be authentic.

Be willing to take the time to do it right.

By committing yourself to quality, uniquely identifiable advertising, you commit yourself to a law firm that's sustainable. A law firm that adapts to the times. A law firm that's FIREPROOF.

