



Case Study

Becoming a Specialist Brings Focus to Law Practice

Jeffrey Marsocci has learned that you can't be all things to all people. "In my law practice I was trying to do it all," says this Raleigh lawyer. "I didn't do divorces and I didn't do traffic court, but just about everything else, I did."

But being a "jack-of-all-trades" wasn't necessarily good for his business. "Many people think that for professionals like lawyers and doctors the business part of their practice is like magic – it just happens. But that's not true. Professionals also need to take care of the business side," says Jeff.

Jeff attended a Team Nimbus Fast Track program after hearing about it from his financial advisor. The program is an intense, 90-day series that helps a business owner to focus on growth.

"One of the first ideas I learned from Bill Davis was that I should focus on a part of the market where no one else is," he says. To find that specialty, Bill also recommended that Jeff look at his previous clients and think about the area of the law that not only had been profitable, but that he also enjoyed the most.

Jeff decided on a very narrow focus for his business, specializing in estate planning for domestic partners. He realized that not only was this an underserved area of the law, it was also an area where he had gotten the most satisfaction over the years.

"This is an area of the law where there are special problems. No matter what state you are in, and its laws regarding domestic partners, the federal law does not recognize gay unions, making inheritance tax and estate planning even more necessary," he explains.

Networking has been a key in getting the word out about his practice. He started with his former and current clients, working to make them more aware of their estate planning needs. "Just because you realize there is a difficulty doesn't mean you have done anything about it. Too many times people don't come to me for advice until there has been a death – and then it is too late to make the necessary changes," he said.

His work with domestic partners has paid off in other ways, also. He joined a national association for estate planners and has been asked to give several seminars at their yearly meetings. He is also working with other attorneys to develop a trust document which, when it is published, will bring in royalties.

Marsocci credits Bill Davis and his Nimbus Mastermind group for helping him to change the focus of his business. Working with the Mastermind group has also taught him that the little touches are just as important to his clients as the work that he does for them.

He and his office staff are now working to "improve the customer experience from the moment they walk in the door," he says. That means knowing what type of beverage each client enjoys and having it on hand, having "good music" playing in the reception area and changing the furniture and artwork there to create a warmer, more comfortable atmosphere.

The Nimbus Mastermind group helps him to remember to focus on the business side of his practice. "Each and every time I come to the group with a problem I walk away with multiple solutions," he says. "It has helped me to grow and to extensively expand my revenue."