

# Taming the Beast: How to Manage Legal Rankings

## RankingsForLawyers®



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When I started working with [legal rankings](#) eight years ago, there were approximately 650 rankings and awards for attorneys and law firms. That number has ballooned to well over 1,200. (This number does not include the pay-to-play “surveys” that are popping up with regularity.)

From the attorneys’ viewpoint, legal rankings require little more than talking about their work. Legal marketers know better. This is a growing industry and, judging by the surveys that came across my desk this month, it is not slowing down. What was once a manageable endeavor for a law firm marketing staff is getting out of control.

I am constantly asked, “Is this ranking worth it?” “Should we nominate for this award?” “What about the survey I received for the ‘The Lawyers List Not to Miss?’” I’m here to share a few steps that may help you tame the legal rankings beast.

- Start with a solid business development plan. Understanding what the firm’s goals are this year and how rankings fit into those goals is key.
- Determine which rankings are credible so you do not waste your time. To determine credibility, find out how a ranking is vetted.
- Different attorney and law firm rankings serve different needs. A rankings plan is not cookie-cutter. What is right for firm A may not be right for firm B. Rankings serve to set a law firm apart and showcase where they excel. Consideration should be given to the firm’s goals. Are your goals to:
  - Attract lateral hires? Consider “Best Places to Work” or “Healthiest Employers” rankings.
  - Establish the firm’s bench strength? Consider “40 Under 40” and “Rising Star” rankings. These rankings recognize up-and-comers in the industry and increase visibility for younger members of the firm.
  - Bring in new clients? Seek out the well-researched, well-respected lists. There is a reason *Chambers* and Legal 500 are highly sought-after rankings – but there are others that should not be neglected, including many industry-specific rankings that will catch potential clients’ eyes.
- Consider why the ranking is important to an attorney. This is an opportunity to be recognized publicly for a job well done and to feel good about the work they did.
- Repurpose information used to complete nominations. Ranking nominations contain a wealth of information that can be repurposed for a multitude of uses. Within this submission is information that can help the firm position and cross-sell its services.

“[The Silver Lining of Writing Chambers Submissions](#)” provides additional information about repurposing your legal ranking submission.

- Do not participate in pay-to-play. If you are asked to pay to be listed, it is not a ranking. By participating in these surveys/directories, you are lending credibility to them.

By following these easy steps, you can tame the rankings beast. If you would like help with developing a strategy for and coordinating legal rankings at your firm, contact [rankings@jaffepr.com](mailto:rankings@jaffepr.com).