

What Makes BCG Attorney Search the Greatest Legal Recruiting Firm in the World

By Harrison Barnes from Los Angeles Office

CEO of BCG Attorney Search

The very foundation of BCG Attorney Search is built upon the ever-present need to constantly improve. This is evident in several aspects of this business. I personally feel that BCG Attorney Search is the greatest recruiting firm in the world that has always been. We have touched the lives of thousands of attorneys in a positive way and, through our committed contributions to this sector, we have helped shape the American legal job landscape like no other company in existence.

First, we only do law firm placements and have not diluted this important fundamental by having several different diverting focuses at any one time. When an attorney approaches us, they are dealing with experts because we study the same law firms day in and day out. By geographically segmenting our efforts, we have assured that each and every area we serve has the best possible understanding of their law firm clients. We have made the decision not to do in-house placements because we know that in-house placements will only serve to widely disperse our efforts without an expert in anything.

This strategy has also allowed us to emerge as the search firm with the most [law firm positions](#) in the world. This has put us in the market notices, and it attracts a great deal of candidates.

Second, we stress an extremely high-quality work product. No search firm produces a better work product than we. The quality of our work product is communicated to the firms when they review our submissions. It also allows us to continually learn more about candidates-and the market in general-than our competitors do. In addition, by producing such a high quality work product, the firms we are dealing with take our efforts seriously. Every day, [our recruiters are being pushed to produce a better and better work product.](#)

Third, through our website, we communicate a great deal of information. (See the [BCG Cover Letter Guide](#) as an example of this) This communication draws traffic to our site and establishes us as experts in our chosen field. Our website is the most widely viewed website in the permanent law firm placement field in the world.

[Click to view a list of our articles.](#)

Fourth, we use technology in radical ways that is years ahead of our competition. Through mass email, the direct mailing of our jobs to thousands of subscribers each day, sophisticated website monitoring, the personal response we provide, the resume we receive and more, we are consistently communicating with a greater and greater audience. By building a substantial community of people who are aware of our abilities, we are reinforcing the message that we are better than our competition hundreds of times each day.

[Click here to read more about the technology we use at BCG Attorney Search.](#)

Fifth, we have a super group of people who are committed to our mission and communicate our mission to the entire world. By consistently communicating our mission and unique organizational differences, we are spreading the word that we are, in fact, much better than our competition.

Learn More About This Video

[Click here for a list of our current legal recruiters at BCG Attorney Search.](#)

Sixth, we make efforts geared toward improving the legal community as a whole. Through our annual public [BCG Attorney Search Guide to Class Ranking and Law Review at America's Top Law Schools](#), we are driving home our message about our expertise as researchers and attorneys to a diverse audience that includes (1) law schools, (2) law students, (3) practicing attorneys, and (4) law firms. We service the legal community at a higher level through this written efforts, and our efforts are unparalleled by any other American legal search firm.

Seventh, through aggressive advertising and a well-conceived branding strategy, we are driving our name to everyone in the legal community. In addition, we ensure that our advertising is as timely as possible. There are attorneys in the United States who have not heard of our firm. We probably do more advertising than any other placement attorney firm in the United States.

Eighth, we have uniform standards for our work. Every recruiter who works in our firm is expected to do a similar amount of work each week and produce a consistent work product. By operating at similar production levels, we can ensure the growth of our company through consistent revenue generation.

Ninth, we are a team. Through our weekly teleconferences, our annual BCG College, our weekly goals and our

exchange of information, we are the most formidable team in the American legal recruiting field. No group tries to achieve each other's goals. No group wants more than anything to see its other members succeed. By lessening and ensuring that we are consistently helping one another, we experience market domination.

Is there anything holding you back from trying BCG Attorney Search?

Each and every day we come to work, we are thinking of how we intend to raise the bar that day. Every idea we innovate we make, is something that takes us into the realm of being much better than we were before.

Interested in Learning More About Legal Hiring? Read the Definitive Guide:

[How to Hire a Legal Recruiter for Your Law Firm: How Law Firms Recruit Attorneys Using Legal Recruiters](#)

See the following articles for more information:

- What Characteristics Should I Look for in a Legal Recruiter?
- Interview yourself first - questions to ask before starting your lateral search
- How to Choose a Good Attorney Recruiter
- Why You Should Be Talking to a Legal Recruiter Right Now
- Choosing a Legal Recruiter
- Your Legal Career as a Small Business
- Should I Use a Legal Recruiter? Top 10 Reasons to Use a Legal Recruiter
- How to Select the Best Legal Recruiter and Maximize the Effectiveness of Working with One
- What makes a world class recruiter
- 10 Things That Most Legal Recruiters Will Not Tell You