

9 Proven Ways to Get Publicity for Your Law Firm, Part 3 of 3

By Stephen Fairley

Write letters to the editor. There are two types of letters that editors love to print. The first one is a letter that comments directly on a story they just ran in their publication. The second kind of letter they love to publish are letters that come down very hard on one side of a controversial topic.

The media loves controversy, and if you have a strong opinion on a controversial law that they might be passing in your community or a controversial topic in your industry, write a letter to the editor about it.

Conduct a survey. The media loves surveys and the great thing about surveys is that they don't have to be scientific. Now if you're trying to get into the Harvard Business Review, they will ask if your survey is scientific. But if you're trying to get into your local daily paper, they probably don't care if it's scientific.

For those of you who speak to audiences, slip a simple five or six question survey into the handout and have the audience fill out the survey before or as they're leaving. Or post a poll on Facebook or your website on a current topic of interest and publish those results.

Build reciprocal links. If you find an influential blogger who you want to get in front of, and a Google Alert has told you that they've written about your topic of expertise, you can jump over to their blog and post a comment. That comment will give you a link back to your own website and it will position you as an expert.

Publicity isn't free. It takes an investment of time to build those relationships. But the payoff for your firm can be invaluable.

FREE REPORT: How to Use Blogs as a Secret Weapon in Your Online Arsenal

One of the secret tools of Internet marketing for attorneys is the power of having a targeted blog. In a report on the influence of blogs, eMarketer.com found that 51% of Internet users in the U.S. (that's over 91 million people) read blogs, and they project that usage will go to 60% (150 million) in the next four years! Still think blogs are a fad?

Here's what you'll discover when you read this report:



- Why you must have a blog in order to stay relevant
- 3 keys to successful blogging
- 7 Guidelines for achieving ROI
- Your 3 choices for managing your blog and social media efforts
- And much more!

Click now for your [FREE REPORT: How to Use Blogs as a Secret Weapon in Your Online Arsenal](#).



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 8,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical

Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.

After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.



On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information Please go to:

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