



[Social Media for Attorneys: Tips for Getting the Most Out of LinkedIn](#)

<http://bit.ly/oQRGxT>

by Stephen Fairley



Great [post at BusinessInsider.com](#) yesterday on unlocking the true potential of LinkedIn. Steve Kovach props up the hood on LinkedIn and shares some of his favorite tips and tricks for getting the most out of this uber-popular business networking site:

LinkedIn Today – LinkedIn Today is a daily digest of news and links from content people are sharing on the site. Scanning this can provide you with some great ideas for your own content generation needs, and your posts may even show up here. Access it from the News tab on your home page.

LinkedIn Signal – build new connections by seeing who is talking about news in your practice area by switching the search bar on your LinkedIn page to “Updates”. Narrow your search by region, company, etc. by checking off the boxes on the left.

Sync with Twitter -- you can sync your Twitter account to your LinkedIn status feed by going to Settings > Profile > Manage Your Twitter Settings.

Add Apps to Profile – you probably already know about [JD Supra’s Legal Updates app](#) and [Martindale’s Lawyer Ratings app](#), but there are [other apps you can add to your profile](#) that allow you to link with your blog, share presentations, etc.

Hire Someone – a majority of the Fortune 500 turn to LinkedIn to look for new hires, and you can too at the [corporate recruiting page](#).

Optimize Your Profile – when you create your profile, LinkedIn gives you a default URL with lots of numbers and letters. You can customize your profile (www.linkedin.com/in/stephenfairley), which helps Google bring your name up in search results. To do this, go to your edit profile page and scroll to the “Public Profile” section. Click “Edit” next to the URL to choose a new one.

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Join Stephen at Avvocating 2012: Legal Marketing in the Era of Social Media on May 3-4

If you are continuing to struggle in your practice trying to attract new and/or better clients, do yourself a favor and register for the May 3-4 [Avvocating Conference](#) in Seattle. The conference is themed, *Legal Marketing in the Era of Social Media* and has an agenda packed with relevant instruction for attorneys who want to learn about [law firm marketing](#) for lead generation and reputation management.

Avvo has brought together leading national experts in the fields of social media, SEO, pay-per-click advertising, website analytics and more, as well as practicing attorneys using social media marketing who will share what is working for their practices. Avvo’s General Counsel will also provide a one-hour CLE credited session on Social Media and Attorney Advertising Rules: Ethical Issues.

I will be presenting the closing keynote address, *The Lifestyle Law Firm: Lead Generation, Lead Conversion, and Client Retention Strategies for Attorneys*, and I will be sharing some secrets for success that I have gained from consulting and training over 8,000 attorneys over the past decade in [law firm marketing](#) best practices.

The 2012 Avvocating Conference will be held May 3 and 4 at the Bell Harbor Conference Center in Seattle. Cost for the two-day conference is \$625 per person. You can **get a \$100 discount** by using the promo code “Rainmaker” when you register at the [Avvocating Conference website](#).





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 7,000 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 7,000 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 or to purchase one of Stephen's law firm marketing products click [here](#).

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