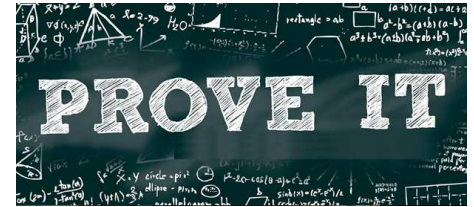


[How to Prove to Prospects Your Law Firm is the Best Choice](#)

by [Stephen Fairley](#)

Go back to your childhood and think about how many times you (or someone in your gang of friends) made a bold statement that was met by an echoing challenge of "Prove it!"

We are naturally skeptical social beings, more so today than ever before. If you want someone to hire you, you are likely going to have to prove why your firm is the best choice. Here are some ways you can do that:



Testimonials. If it's not barred by your state bar, then testimonials on your website are a good way to verify that people who have used your services are happy with the outcome. It is even better to have testimonials on your behalf on third-party websites like Avvo, Yelp! or Google.

Social proof. Being visible on social networks and having a good crop of followers lets those considering your services get more comfortable with the idea of hiring you – we have a strong herd mentality, and like to know we're not alone.

Case studies. Posting relevant case studies to your website and your blog that are written for the average person (not another lawyer) can be very effective.

Videos. Populating your website and blog with videos that give prospects a feel for what it would be like to do business with you is another good way to showcase your skills.

Third-party endorsements. If you've been profiled in an article or interviewed in the media, show it off on your website.

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May 16 Online Seminar: Rainmaker Secrets to Building a Referral-Based Law Firm for Litigators

Most litigation attorneys have a difficult time building a consistent book of business. They go from one extreme of having too much work to handle to the other extreme of waiting around for the next case.



On **Thursday, May 16, at 11 a.m. PT/2 p.m. ET**, I will share with you the secrets we have uncovered from working with **thousands of top litigators** on how they have transformed their business from the traditional “feast or famine” approach to having a **consistent pipeline of clients by implementing a proven referral system**.

You will discover:

- The **top 2 reasons why you aren't getting more referrals** right now and how to fix it
- How litigation attorneys can **easily keep in touch** with all their former clients, prospects and referral sources in less than 1 hour a month
- **6 questions you must pro-actively answer** to get more referrals
- The **top 4 referral sources** for litigators and where to find them
- How to **use LinkedIn** to connect with referral sources
- The **5 best times to ask** clients for a referral

[Register here for the May 16 online seminar](#) and discover how attorneys just like you are using this information to build 7-figure law firms.

If the time doesn't work for you, [register](#) anyway and we'll send you the recording of the full online seminar to watch at your convenience.



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 9,000 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 10 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.

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 33 countries. 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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