



[Law Schools Taking a Page From Medical Education Playbook](#)

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by [Stephen Fairley](#)

The *New York Times* ran an [article](#) last week about how a law school in my backyard – Arizona State University’s Sandra Day O’Connor College of Law – is taking a page from the medical education playbook and opening a “teaching” nonprofit law firm for graduates.

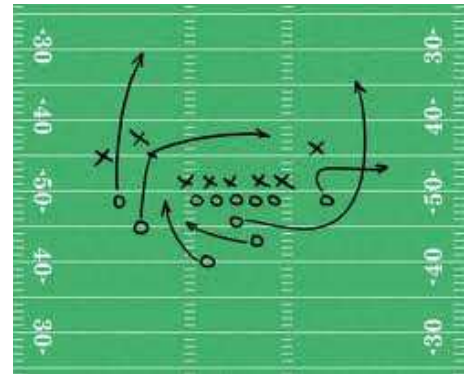
The ASU law school dean, Douglas J. Sylvester, got the idea when he visited the Mayo Clinic in Minnesota and observed medical students and graduates gaining experience in the teaching hospitals there. He realized what his school needed was a “teaching hospital” for law school graduates.

As the article notes, Sylvester’s plan is one of a dozen or so efforts across the nation to address two seemingly contradictory needs: law school graduates with no job and people who can’t afford a lawyer. ASU’s nonprofit law firm will take in 30 graduates who will work under seasoned lawyers to provide low-cost legal services to Phoenix residents.

In a unique twist, Arizona recently passed a new law that lets law school students take the Arizona bar exam in their third year of law school rather than after graduation. The school also offers a North American Law degree that allows graduates to practice in the U.S. and Canada.

The incoming ABA president James R. Silkenat noted that one of his top priorities is to establish a “legal job corps” to match people with legal needs with attorneys who need the work, saying that, “There are unmet legal needs because of money and geography that seem to be growing, and the question of how to make use of unemployed recent graduates.”

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- **What to do when a prospect doesn't sign up** at the initial consultation

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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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