

The logo for Rainmaker Retreat features the text "RAINMAKER" in a large, serif font above "RETREAT" in a smaller, serif font. To the right of the text is a stylized graphic consisting of two overlapping curved lines, one in light blue and one in light green, forming a partial circle.

RAINMAKER
RETREAT

Law Firm Marketing Boot Camp for Attorneys

www.rainmakerretreat.com 888-588-5891

[Improve Email Click-Through Rates with Social Share Buttons](#)

<http://www.therainmakerblog.com/>

by [Stephen Fairley](#)

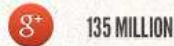
A new study from GetResponse shows that emails including social share buttons have a click-through rate (CTR) that is **158% higher** than those that do not.

This infographic illustrates the results from the new GetResponse survey:

SOCIAL SHARING BOOSTS EMAIL RESULTS

AND NOW EVEN MORE...

IN TERMS OF ACTIVE USERS
EMAIL OUTNUMBERS
ANY SOCIAL NETWORK



...BUT THE POWER OF SOCIAL NETWORKS
CAN GIVE EMAIL RESULTS A MAJOR BOOST.

AVERAGE EMAIL CTR

2.4%

WITHOUT SOCIAL SHARING

6.2%

WITH SOCIAL SHARING

While the evidence clearly shows a propensity for email recipients to share on social networks, the GetResponse study says that only 29% of email marketers include social share buttons in their emails.

As Mom always said, it's good to share!

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Secrets to Building a 7-Figure Lifestyle Law Firm: Proven Strategies from the Front Line

At The Rainmaker Institute, we define a "7 figure lifestyle law firm" as one that allows you to have the lifestyle that you want to live!

It's more than just money or achieving a million dollars in revenue.

It's about creating a lifestyle where you do what you love and building a business around your core values and interests.

In this recording of an interview between **Stephen Fairley, CEO of The Rainmaker Institute, and nationally recognized attorney John Bisnar**, Stephen asks John to share with us some of the secrets he has used to create a law firm that allows him to **go into the office only one day a week** and take, on average, **3 to 4 months of vacation every year** - all the while managing a **very successful, multi-million dollar law firm!**

You will receive either a **CD or MP3 recording, plus we will email you a pdf transcript** of the interview.

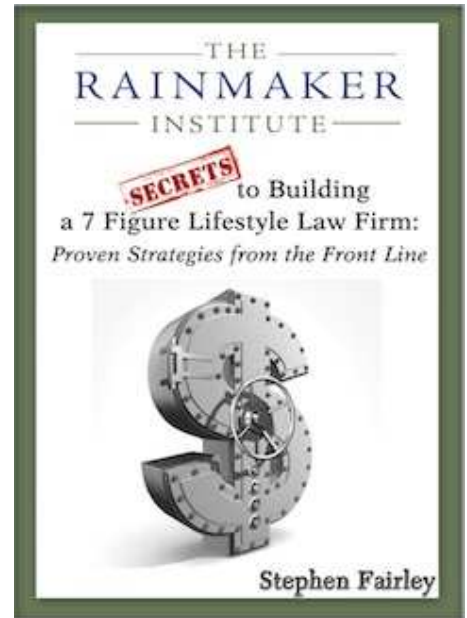
This interview will help you discover:

- The difference between a **law practice and a business**
- How to **identify superstar employees** to help you run your business
- The difference between an **Office Manager and a Business Manager**
- The **7 essential systems** your firm must have & how to implement them
- How to micromanage the **client experience**
- Critical **keys to success**
- And much more!

Click this link now to order [Secrets to Building a 7-Figure Lifestyle Law Firm: Proven Strategies from the Front Line](#).



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.

<http://www.therainmakerinstitute.com/>

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