

5 Reasons Why Every Law Firm Should Publish an Ezine

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

In less than a few hours a month, you can produce an effective electronic newsletter, also known as an ‘ezine.’”

An ezine is a customized electronic newsletter that is commonly used in business, but rarely in the field of law.

If you are truly interested in the long-term success and sustainability of your practice, you need to learn how to leverage technology and the Internet to build it.

Here are 5 reasons why you should publish an ezine:

1. **Low Cost & Immediate.** An ezine gives you a low-cost and instantaneous method of sending out your information to current and prospective clients. All you need is a database of email addresses from people who’ve given them to you. Once your ezine system is set up, you can also use it to send out alerts, advisories and messages as frequently as you desire.
2. **Two-way Dialogue.** Not only does an ezine provide you with an easy way to reach customers, it also gives them an easy way to reach you. You don’t have to be a programming genius to build in this feature, because many of the user-friendly ezine programs available provide you an easy way to add contact links for your ezine recipient to use to contact you.
3. **Helps Boost Your Marketing Efforts.** You can use an ezine to easily reinforce what you want current and potential clients to know about your law firm, to showcase your expertise and provide important information.
4. **Measurable Marketing.** Many ezine programs come with easy-to-use methods of tracking your results. Your time is valuable, so it’s important for you to know how your ezine is working for you.
5. **Saves Printing Costs.** It is ridiculously expensive to produce and mail newsletters. And, as those costs continue to rise, you’re faced with deciding whether or not a certain client or prospective client is “worthy” of receiving the newsletter. With an ezine, there are neither paper nor postage costs, so you can send to as many people—or as few—as you desire, without concern for cost.

Take our Twitter Poll: If you’re an attorney, we want your feedback! Click [here](http://twitter.poll daddy.com/done/3364850) (or go to <http://twitter.poll daddy.com/done/3364850>) to let us know what business development topics you’re most interested in right now.

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Stephen Fairley, M.A., RCC, CEO

Law Firm Marketing Expert • Master Business Coach • Best-Selling Author
Stephen@TheRainmakerInstitute.com

Phoenix Main Office

Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

He has appeared in the American Bar Association 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.

Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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