

9 Proven Ways to Get Publicity for Your Law Firm, Part 1 of 3

By Stephen Fairley

At The Rainmaker Institute, we mainly serve solo practitioners and small law firms that don't have a lot of money to invest in marketing, so we are always mindful of using law firm marketing strategies that help get the word out about your firm without breaking the bank.

If you can commit the time, generating publicity for your firm is one of the best things you can do to create awareness and attract new clients. Here's how:

Be an expert. Not in the legal sense, but in the marketing sense. The media flock to experts. They put them on the covers of magazines; you see the experts quoted every night on network news programs. Experts have columns in the newspaper. They are sought after for their commentary and background and the media wants to go to experts as soon as there's a breaking news story.

Create a targeted media list. Target specific media outlets very narrowly. Don't go after all of them out there because if you're pitching your message to 5 or 700 media outlets, you're going to have to go out there with a one-size-fits-all message and that's not the way to do it. Media people don't want the same story that everyone else has.

Start by narrowly creating a list of targeted media outlets --your top 25 media hit list. For those of you who only do business in your own community or in a particular region, you might only have a media hit list with 10 media outlets on it. That just makes your job easier, because it's all about creating relationships, and if





you only have 10 media outlets on your list, that's very doable. You can form relationships with 10 or 15 people. You can't form them with 300. So target very narrowly.

Target trade publications. If most of your clients are in a particular industry – or you want to build a client base in a particular industry -- you want to get into the trade publications in that particular industry. Many of you have business journals or business magazines in your own community and they frequently quote attorneys and do stories on legal issues, so add those to the list as well.

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In a newly revised e-book, legal marketing expert Stephen Fairley outlines 10 of the most common marketing mistakes attorneys make that can lead to the failure of their business, and provides specific strategies and proven principles for avoiding these deadly errors.

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Regardless of your specific situation, this free e-book will help you examine how you are currently finding new clients and recommend specific steps you can immediately start using to grow your practice.

We have helped thousands of attorneys achieve their goals of creating a financially successful and personally satisfying legal practice. In this e-book you will discover specific principles and tools you can use to grow your practice, too.



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 8,000 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 8,000 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.

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