

5 Proven Ways to Renew, Restore and Revive Your Practice in Today's Economy-1 of 5

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Many of you have probably tried the traditional ways that attorneys use to get more clients. You belong to the Chamber of Commerce. You advertise in the Yellow Pages. You tried radio and it probably flopped pretty seriously. And you hope for the random referral.

We've studied over 2,500 rainmakers to find out what works and what doesn't when it comes to building a financially successful law practice. What we've discovered is that **successful rainmakers do not rely on random referrals to build their practice**. Instead, they use a systematic approach. They find what works for them and they do it over and over again.



There are specific steps you can take to reduce the amount of randomness to practice development.

#1 – The Ezine

One way you can renew, restore, and revive your practice is actually very simple. You can do it in less than an hour a month, but in order for it to be effective you have to do it consistently. It's what we call an Ezine, or electronic newsletter.

Electronic newsletters have been around the Internet industry for several years now but they're still relatively new in the legal industry. There are probably less than 5% of all attorneys who send out any kind of an electronic newsletter. And one of the **really powerful things about this is how quickly and easily you can set up and maintain an Ezine program**.

The key to winning online is to **connect with your prospective target market or best prospects over and over and over again**. We call it the frequency and the consistency model. Statistics show that **it takes a minimum of seven touches** before most of your best prospects are going to look up long enough to say, "Who are you and what can you do for me?" because we're all being bombarded with so much information now.

Ezines are great for law firm marketing because they:

- Are inexpensive and easy to produce
- Support targeted messaging to different target audiences
- Have tracking capability so you can see how many people opened your email and clicked through to your website

- Are easy to forward or print, so the recipient can actually widen your prospect base for you
- Allow your clients and prospects to communicate directly with you by replying to your Ezine

Ezines are designed to be **short, informational and actionable**. The fact that they are also inexpensive to produce and distribute makes them one of the cornerstones of an effective and systematic law firm marketing program.

Are you looking for specific marketing strategies you can use in your law firm?



Then [order](#) the **Rainmaker in a Box** 5-DVD set!

Some of the information and strategies you will learn include:

- The 5 Immutable Secrets to Building a 7 Figure Law Practice
- Secrets of Building a Referral-based Law Practice for Busy Practitioners
- The Top 6 Most Powerful Online Marketing Strategies for Attorneys
- Action, Accountability and Next Steps

To order this information-packed set click [here](#).

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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.

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