

[How to Build a Lifestyle Law Firm, Part 4 of 7](#)

by [Stephen Fairley](#)

When considering what marketing tasks you should delegate or outsource, ask yourself the question, "What 'hat' am I wearing?"

Are you wearing a \$20 per hour hat? A \$200 per hour hat? Or a \$2,000 per hour hat? When working with attorneys, our goal is to show them how to eventually spend most of their time wearing a \$2,000 or more per hour hat.

Now before you say, "Stephen, that's ridiculous, no one is going to pay me \$1,000 per hour", notice I did not say you would be *billing* someone \$2,000 per hour. **What I am referring to is how to "leverage" your time, talent and expertise so that you are spending a growing percentage of your time on tasks that give you a massive return on investment (ROI)!**

For example, if you are a business attorney, speaking to a group of 20 CPAs who work with small to mid-sized companies is a highly leveraged opportunity that could produce dozens of qualified leads for your law firm. Another example of the power of leverage is meeting with a financial advisor who has a thriving practice specializing in helping high net worth individuals invest their millions and is actively seeking to establish a close relationship with an estate planning attorney that has technical expertise in asset protection. This can result in hundreds of thousands of dollars in revenue to your law practice!

Whenever an attorney comes to me asking how much time they should spend each week writing their monthly newsletter or blogging or on Facebook and LinkedIn I tell them that they are asking the wrong question. The better question is, "How can I best leverage my limited time and talent to receive the best ROI and who can I either delegate or outsource the rest of my marketing efforts to?"

In tomorrow's post, I'll discuss the other three options of: **delegate** it to a staff member, **don't do it**, or **outsource** it to a company that does it for you.

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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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