

The Four C's of Law Firm Marketing Success

By Stephen Fairley

<http://bit.ly/oQRGxT>

Marketing is simply building a relationship with prospects that tell them who you are, who you help, and why you are different. It isn't rocket science, but it does require using proven strategies and tactics to achieve optimum results. For example, any time you present a [law firm marketing](#) message, remember to follow the Rule of the Four C's:

Rule 1. Communicate at the point of need. Your message must answer a need or it fails to motivate prospects to take action. Create a sense of urgency that must be relieved. Make prospects realize a need for your product or service, and then communicate your message in professional, yet clear and compelling manner.

Rule 2: Consistency. Never assume that you've gotten a message across by offering a single message only once. Repetition is a vital part of putting your marketing message at the front of peoples' minds. If you fail to be consistent, you confuse people and muddle your marketing message.

Rule 3: Concise. Brevity pays off and makes your marketing strategies memorable. People don't listen to convoluted messages attentively; even if you know it's important, they may not hear it. It's not how much you say that's most important. It's how much of what you say is grasped and retained.

Rule 4: Contagious. Your marketing message must be a contagious one. If your message isn't contagious, it's going to get lost in the crowd. Building a contagious energy is at the heart of good marketing.

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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 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 while managing a **very successful, multimillion 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 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.

For more information Please go to:

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