

## **Law Firm Marketing: All the Alternative Billing News That's Fit to Print**

**By: Stephen Fairley**

<http://www.TheRainmakerInstitute.com>

While it's not unusual to find foreclosure news on the front page of the Sunday *New York Times*, it is a bit unusual to find a feature there on how attorneys are finding alternative ways to bill foreclosure clients.

Yesterday's *Times* article focused on how foreclosure defense attorneys in Florida have turned to second mortgages as a solution for desperate clients who need help but cannot afford to pay.

While some defense attorneys are calling the practice "crass", others are finding it a rather neat solution to being fairly compensated for their time, thus allowing them to help the clients who need it most but are also most unable to pay.

You can read the article here: <http://nyti.ms/bgvG1x>.

When desperate times call for desperate measures, some attorneys are finding new ways to skin the compensation cat. Peter Ticktin of the Ticktin Law Group in Deerfield Beach, FL noted, "It's a new model, a new paradigm."

**I'm interested in hearing from other attorneys out there who have explored this new paradigm in their billing procedures.** How have you innovated your billing procedures to find a new way to be compensated so you can help clients who may not be able to afford your services?

Email me your thoughts at [Stephen@therainmakerinstitute.com](mailto:Stephen@therainmakerinstitute.com) or leave a comment here. I'll share the best ideas – and the credit -- in a future post.

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### **Exclusive Rainmaker Retreat Preview Call – Learn Before You Go!**

The final [Rainmaker Retreat](#) of 2010 was held this past weekend in San Francisco, with attorneys from five different states in attendance. We are busy planning the first Rainmaker Retreat of 2011 for Jan. 28 & 29 in Las Vegas, so mark your calendars now to jumpstart your law firm marketing program for 2011 by attending a Rainmaker Retreat.

If you want to learn more about the Rainmaker Retreat and why it is a proven legal marketing system that has helped over 7,000 attorneys find more and better clients, then register now for our one-hour complimentary teleseminar hosted by Rainmaker Institute CEO Stephen Fairley.

[Sign up now](#) for one of these upcoming one-hour teleseminars:

**Tuesday, November 9, 2010**

1-2pm Pacific | 2-3pm Mountain | 3-4pm Central | 4-5pm Eastern

**Wednesday, November 17, 2010**

11am-12pm Pacific | 12-1pm Mountain | 1-2pm Central | 2-3pm Eastern

Join us and learn why the Rainmaker Retreat is the one law firm marketing boot camp you cannot afford to miss!

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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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