

3 Reasons Traditional Advertising Fails for Law Firm Marketing

By Stephen Fairley

<http://www.therainmakerblog.com/>

If there's one truth in operating a successful, profitable law firm, it's this: you have to make more than you spend. In order to achieve this, you need clients cycling through your practice on a continuous basis; both new and repeat alike. While that's obvious enough, making it happen is often another story.

Law firm marketing isn't that much different than marketing any other kind of service business. With that in mind, you set about the task of getting the word out about whom you are, where you can be found and what services you offer. You place ads in local papers, several popular magazines, on the radio and even a few late night television spots. The consummate law firm marketing plan. Much money and time have been invested and anticipation is high. Then it happens: nothing.

Traditional advertising is one of the least effective forms of law firm marketing. Unfortunately, most lawyers equate marketing with advertising. The result is that you have wasted money and have no new prospective clients to show for it. Here are *three major reasons why advertising in the traditional sense does not work*.

- 1. It does not move people along in the sales cycle.** It's only effective in the first stage when the client is getting to know you. It will not increase your likability or sense of trustworthiness.
- 2. Frequent advertising is too costly for most budgets.** Reams of advertising research has shown that you need to reach your prospects multiple times to make enough of an impression so they will remember you when they need you.
- 3. Most ads are often poorly designed or written,** even to the point of being boring instead of influencing your target market.

With so many other forces vying for the time and attention of your target audience, advertisements live and die by the quality of the ad and the offer it extends. Most law firms list their services or give a couple "reasons" why they are the better law firm. Neither of which does anything to distinguish them from other lawyers in the same practice area.

What does all this mean? Focus your law firm marketing efforts on methods that actually work. Don't waste your time and budget on marketing that is not designed to produce the right results. Focus on your target audience, the best way for you to reach them and the most attractive way to present your services in order to keep them.

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Practice Made Perfect for Lawyers CD Set

The [Practice Made Perfect CD set and manual](#) applies Stephen Fairley's unique High Impact Marketing System to the practice-building challenges faced by solo practitioners and partners at small law firms.

It includes dozens of specific marketing and sales recommendations that can be easily and quickly applied to your firm, including:

- The only 7 sure-fire ways to get clients in your door NOW
- Why advertising doesn't work for most small law firms
- The 7 reasons why people don't buy from you
- How to market and sell with USP's (Unique Selling Proposition)
- Using audio logos to attract immediate attention for your business
- Using low-cost, high impact marketing strategies
- Strategies for achieving maximum results from all of your marketing efforts
- How to discover your Ideal Target Market
- 3 critical factors to remember when looking for new clients
- The NEW sales cycle for professional services
- How to retain your best clients

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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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