

Law Firm Internet Marketing: Give It Away So You Can Sell It

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<http://www.TheRainmakerInstitute.com>

Many attorneys I've worked with have heard that **free reports are an important component of a law firm Internet marketing plan.**

But most are not sure how or why they are important.

The **real value of a free report in law firm Internet marketing is in its role as a quid pro quo.** Potential clients give you some information about themselves in exchange for some valuable legal information on a topic of interest to them.

The information you're asking for is their contact information. And that is a key first step in beginning a trust-building relationship with them.

But first, you need to make sure your report is worth the valuable information the prospective client has just given you.

Remember the movie "A Christmas Story" where young Ralphie waits for weeks in great anticipation for his secret decoder pin from the Little Orphan Annie radio show? It finally arrives. He runs upstairs, locks himself in the bathroom, and starts decoding the secret message from Little Orphan Annie.

The highly anticipated secret message? "Drink your Ovaltine." Or, as Ralphie describes with bitter disappointment, "a crappy commercial!"

Here are four proven elements of a well-crafted free report:

Addresses issues that people really care about – Remember, clients may not care about legal precedents, but they are very likely to care about how to save money during a divorce.

Uses laymen's language – If they are being completely honest, most people would tell you they prefer reading USA TODAY to the New York Times. While the NYT is a serious paper for serious people, USA today is interesting at the individual level, and it's written in an easy-to-read format.

Builds credibility for your law firm – Don't miss this opportunity to share client quotes or real life results you've gained for your clients.

Includes a call to action – By the end of the report, the prospective client should be interested enough to take the next step, whether that is going to your website for more information, or signing up for your newsletter.

The free report can be an indispensable law firm Internet marketing tool. Its real value to your law firm Internet marketing program is as the first step in connecting with new clients. If used correctly, it earns you both contact information and credibility.

Live Tweet Chat from Scottsdale Rainmaker Retreat This Weekend

If you are not able to attend the [Rainmaker Retreat](#) in Scottsdale this coming weekend, we will be tweeting live on Tweet Chat <http://tweetchat.com/> October 22-23. If you have any questions that you would like to ask Stephen, please **add #lawmarketing at the end of your question** on Twitter.

If you'd like to attend the Rainmaker Retreat in person, register online at www.RainmakerRetreat.com or call us at 888-588-5891.

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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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