

[Law Firm Marketing: What Are Lawyers Really Selling?](#)

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

"Attorneys Who Make The Big Money Are Better At Marketing."

It shouldn't be this way, should it?

But it is true that any business selling a product or a service, is actually in the "marketing business"...

Attorneys are in the business of marketing their services.

Those who embrace this essential truth will make the most money... most who fight it will continue to struggle and will likely never achieve the financial rewards they really wanted when starting out in law.

A bold statement, I admit.

But as the owner of the **nation's largest law firm marketing company** that specializes in helping small and solo law firms, I see the results everyday.

Attorneys just like you who were unsatisfied with the amount of money they were making... waiting for the phone to ring..... are becoming transformed into rainmakers who are able to **generate a steady flow of new business** and billable hours once they attended our seminars and workshops and applied what they learned.

It radically changed their financial situation.

If you are one of those attorneys who thinks that marketing is somehow beneath them, or is in some way undignified..... you need to change your outlook.

One of my most popular seminars for attorneys is the **Rainmaker Retreat**, 2 full days of intense marketing training for small law firms.

It has its own website, and the reason I want you to go there is to see and hear attorneys tell you in their own words about The Rainmaker Retreat and what it has done for them and how it has changed their thinking.

www.RainmakerRetreat.com

Take a minute right now and check it out.

I am on a mission to transform the lives of attorneys who want to have a self directed life, never having to worry about where the next client is coming from.

Learning how to do this through the power of smart marketing is the key that will unlock that door.

Here's hoping that you are ready to take the first step.

BALIF Rainmaker Institute Event on October 14 in San Francisco

On **Thursday, Oct. 14**, Bay Area Lawyers for Individual Freedom (BALIF) will present a 1-day workshop designed for busy attorneys, partners, associates, and their staff who want to **discover how to apply proven marketing strategies and top tips used by some of today's biggest Rainmakers** to create a 7-figure lifestyle law firm.

Rainmaker Institute CEO Stephen Fairley will be speaking on **Proven Strategies for Today's Rainmaker: Increasing Revenues and Referrals Using Networking, Internet Marketing and Social Media In the New Age**. This one-day seminar includes 1 hour of MCLE Ethics Credit for California attorneys.

This one-day seminar also includes 1 hour of MCLE Ethics Credit for California attorneys.

The October 14 seminar is open to all BALIF and Minority Bar Coalition members as well as interested non-members.

For more information and to register online, go to www.rainmakerretreat.com/balif/ or call 888-588-5891 to register by phone.

Stephen Fairley, M.A., RCC, CEO

Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

Stephen@TheRainmakerInstitute.com

Phoenix Main Office

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.

He has appeared in the American Bar Association 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.

Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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