

[Law Firm Internet Marketing: How to Recession-Proof Your Practice](#)

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

We've been told that the Great Recession ended last June, but I've had many conversations with clients all across the country and I know many of you are hurting.

Now, I'm not going to tell you to put on rose-colored glasses and pretend things are suddenly all better, but the reality is that we all have businesses to run and "waiting things out" is simply not an option.

What I am suggesting is that you turn this recession on its head and into an opportunity to grow by doing what may seem counter intuitive. For example:

Don't cut back on your level of customer service—increase it. Think of this as your unique competitive advantage.

Continue to invest in marketing. Done properly, marketing is not an expense; it's an investment. And since your competitors are holding back, then this is the perfect time to continue your marketing to help you pull past those competitors.

Call all your best clients every month. Check in with them to see how things are going and how you can help. They'll appreciate being able to talk business owner to business owner.

Don't make major decisions based upon your emotion. During this stressful time, it's easy to do so. Therefore, talk to a trusted adviser or mentor and ask for their advice before you make that final decision on major issues.

Take care of yourself. Last, but not least, make sure you're taking care of yourself—get plenty of rest and balanced nutrition and take time out just for yourself, to recharge your own batteries.

FREE "Top 10 Mistakes Attorneys Make and How to Avoid Them" E-book

In a newly revised e-book, legal marketing expert Stephen Fairley outlines 10 of the most common marketing mistakes attorneys make that can lead to the failure of their business, and provides specific strategies and proven principles for avoiding these deadly errors.

Get your complimentary copy online [here](#).

Regardless of your specific situation, this [free e-book](#) will help you examine how you are currently finding new clients and recommend specific steps you can immediately start using to grow your practice.

We have helped thousands of attorneys achieve their goals of creating a financially successful and personally satisfying legal practice. In this e-book you will discover specific principles and tools you can use to grow your practice, too.

Stephen Fairley, M.A., RCC, CEO
Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

Stephen@TheRainmakerInstitute.com

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.

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

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

http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets