

[Legal Marketing: The Top 3 Ways Attorneys Can Grow Their Practices](#)

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Law firm marketing is a competitive business. And there are many reasons why certain law firms fail to thrive or even survive.

However, in my working with more than 7,000 attorneys over the years, I've discovered that there are essentially **3 main reasons why attorneys succeed in growing their practices:**

Time

Attorneys who succeed in marketing and growing their firms dedicate time to law firm marketing. It may not always be their time, but they have someone who tends to the knitting day in and day out. They know that the world is full of lawyers who don't take the time to market themselves – and they use this to their advantage consistently.

Systems

Firms that excel in legal marketing have systems in place to run, monitor and measure their law firm marketing programs. Leveraging technology, there are several simple systems attorneys can use to create a “lifestyle practice”—a practice that supports the lifestyle you want to lead, rather than one that dominates your life.

Strategy

Legal marketing gurus know that a comprehensive strategy to grow your law firm is essential to your long-term success. Otherwise you and your team lack direction.

When you use a proven legal marketing strategy that consistently produces results, you can then set up legal marketing systems that, in turn, free up your time while increasing your client base, thereby increasing your revenue.

And you can learn how to do it all by attending a [Rainmaker Retreat](#), our two-day law firm marketing boot camp. In just two days, you will learn:

- Step-by-step **guidance in finding the best, most strategic referral partners**
- How to **cut costs by eliminating ineffective law firm marketing strategies**
- **Create a ‘Master Plan’** to guide your firm’s growth through marketing for lawyers
- How to **focus your time, energy and dollars on the most effective law firm marketing techniques** designed specifically for small and solo law firms
- **Five proven strategies to get more attention**, command more respect and charge higher fees
- How to **leverage the Internet to create the most “buzz” for your firm**
- How to **create a steady stream of new referrals** using law firm marketing techniques
- How to **set your firm apart from your competitors**

The Rainmaker Retreat dates for Fall are:

- **October 22-23, 2010 Scottsdale, AZ**
- **November 5-6, 2010 San Francisco, CA**

Early-bird registration for the Rainmaker Retreat is still available for a limited time. A **special VIP registration** is also available for attorneys looking for more personalized attention. We also offer **special discounts for two or more people** attending from the same firm.

Registration information is available by visiting the Rainmaker Retreat website, www.RainmakerRetreat.com or by calling 888-588-5891.

I'll be presenting [Becoming a Rainmaker](#) live from the Bergen County Bar Association **today at 4 p.m.-6 p.m.**

ET. You can sit in, ask questions or make comments. **Here's how to participate:**

Go to <http://tweetchat.com/> and sign in with your Twitter account in the upper right corner. Add lawmarketing into the hashtag area on the top of the webpage.

OR, if you don't want to go to TweetChat, all you have to do is use your Twitter account as you normally do and after you ask a question or make a comment, you will need to add #lawmarketing at the end of your question/comment.

Looking forward to tweeting with you later this afternoon!

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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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