

## [How to Stop Competing on Price](#)

by [Stephen Fairley](#)

Are you being continually forced to compete for clients based on price? If so, then you need to be aware of what is at the root of this problem: **chasing the wrong prospects is the basis of all pricing problems.**

Casting a wide net for clients without applying any targeting criteria is dangerous because sometimes it works. The clients you get by doing this are inevitably those that will pound you on price and beat up on your staff as well.

If you choose to compete only on price, your fees have exactly one way to go – down.



So how can you target the right client that will allow you to charge what you're worth? Here are three quick steps:

**Create an ideal client profile** -- Think in terms of age, profession, gender, education, interests, marital status, family size, hobbies, and lifestyle. If you've had clients you consider ideal, what did they share in common that made them an ideal client for you?

**Communicate your target** – educate everyone in your firm as well as your referral sources about what an ideal client is for your practice.

**Have a qualifying process** – before you sign on a new client, put them through a qualifying process that educates them about how you work, what they can expect, how you charge and what is expected of them. If they balk, they're not a good fit.

Once you start attracting your ideal client, you'll be able to charge what you are worth and stop worrying about competing on price.

+++++

### **Stop Wasting Precious Time and Money!**

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on "autopilot" – one that attracts new and lucrative clients while you focus on your practice.

**5** Easy Steps that "7-Figure Attorneys" use to Create Powerful Marketing Plans

Download our Free Guide and start using their proven strategies today.

A promotional graphic for a free guide. It features a large blue number '5' followed by the text 'Easy Steps that "7-Figure Attorneys" use to Create Powerful Marketing Plans'. Below this is the text 'Download our Free Guide and start using their proven strategies today.' To the right is a photograph of a smiling man in a white shirt and tie with his arms raised. To the left is a small image of a blue book cover with the title '5 Easy Steps to Competing on Price'.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our [Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan](#).

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you. [Click here](#) to download, and start using these proven strategies today!



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 9,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 10 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago. After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys.

Stephen's work has been noted and quoted in the American Bar Association's 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. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.



On a personal note, Stephen loves to travel and has been to 33 countries. He enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information or to purchase one of Stephen's law firm marketing products click here.

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

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

[http://www.therainmakerinstitute.com/products.htm#Compact\\_Disk\\_Sets](http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets)

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