



[Law Firm Marketing: How Free Reports Can Generate Paying Clients](#)

by [Stephen Fairley](#)

Many attorneys I've worked with have heard that **free reports are an important component of a [law firm marketing](#) strategy.**

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.**

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 layman'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.



This kind of free educational information is a **great tool to start building relationships with many people who need your help but aren't ready to walk in your door.**

It is not enough simply to offer people a free consultation. Almost every lawyer does that. Take it one step further and give them some great information that will help them think through the issues and challenges they are facing. Once you have created these educational tools, find every way you can to give them away to as many people as possible.

For an example, see below.

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FREE REPORT: 8 Reasons Small Firms & Solos Should Publish an E-newsletter PLUS 3 Steps to Get Started

In less than a few hours a month, you can produce an effective electronic newsletter, also known as an "E-newsletter."

An E-newsletter is a customized electronic newsletter that is commonly used in business, but rarely in the field of law. If you are truly interested in the long-term success and sustainability of your practice, you need to learn how to leverage technology and the Internet to build it.

Here's what you'll discover when you read this report:

- The cost benefits of an e-newsletter
- How to incorporate your e-newsletter with your social networking
- How an e-newsletter supports your marketing efforts
- How to get started right away with your e-newsletter
- And much, much more!

To get your free report now, [click here](#).



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 8,000 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 7 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. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.

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 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), 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 Please go to:

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

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

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