

3 Steps to Building Lasting Client Relationships

Stephen Fairley

The explosion of social media marketing has enabled law firms of all sizes to create more targeted and regular communications than ever with clients and prospects. While some firms have mastered the art, many are still struggling with ways to harness the power of social media to engage with clients.

However, what they may not realize is that the key to building connections with clients online is to start offline, taking your daily interactions with clients and building on them using social media and online marketing tools. Here's how:

- 1. Create compelling client experiences.** When you give outstanding client service, clients return and tell others about you.
- 2. Use email to connect directly with clients.** After you've established an offline relationship, deepen it through consistent, relevant email marketing messages. Provide a useful monthly newsletter, and always offer them a way to opt-out.
- 3. Extend the conversation through social media.** Take your relationship to the next level by engaging your contacts through social media, thereby extending your conversation to your client's network of friends and family. The primary reason that social and online media can be so effective for law firms is because it is simply speeding up the traditional one-on-one relationship that marketers seek to have with customers. Since it is so targeted, your time and money is put to much more effective use in making those authentic connections that translate into retainers.

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Aug. 22 Online Seminar: 5 Sure Fire Ways To Grow Your Law Firm's Clientele

As the owner or partner of a small law firm, you have a lot of responsibilities: finding new clients, handling consultations, doing great work, maintaining a high level of quality control, all while running a business.

The best way to consistently grow your practice is to put systems into place that can help you market and grow your law firm without requiring a lot of work on your part.

Join us on Thursday, Aug. 22 at 11 a.m. PT/2 p.m. ET for a one-hour information packed online seminar on the [5 Sure Fire Ways To Grow Your Law Firm's Clientele](#), where you will discover:

- The **most powerful question you can ask** a potential referral source
- How to **effectively use speaking, seminars, and presentations** to get more leads and land more clients
- How to **utilize LinkedIn** to build relationships with targeted referral sources
- How to **proactively stay in touch with current and former clients** so you stay "top of mind"
- A proven technique to start getting **more repeat business from former clients**



[Register online now](#) for the live, on-hour online seminar, *5 Sure Fire Ways To Grow Your Law Firm's Clientele*, on Thursday, Aug. 22 at 11 a.m. PT/2 p.m. ET.

Can't make it at this time? [Sign up anyway](#) and receive a recording of the online seminar to watch at your convenience.



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](#).

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