



[New Study Says 3 of 4 Consumers Look for Lawyers Online](#)

<http://bit.ly/oQRGxT>

by Stephen Fairley

New [research prepared for LexisNexis](#) by The Research Intelligence Group shows that 76 percent of adult consumers looking for a lawyer used online resources at some point during the search process.

If this surprises you, you are already well behind the curve.

Did you notice the [news item](#) last month that AT&T has sold its Yellow Pages business to private equity firm Cerberus Capital in an effort to “jettison shrinking parts of its

business”? Yellow Pages revenue shrank 30 percent in just the last two years; the fingers are still doing the walking, they’re just walking over to the

computer, smartphone or tablet.

Technology has changed consumer behavior forever and whether you spend your time lamenting or embracing this change will determine how successful your law practice will become. The very basics you need to successfully market your law firm today includes:

- A website
- A blog
- A social media presence across all major platforms: LinkedIn, Facebook, Twitter, YouTube, Google+
- Participation on lawyer-centric websites like Avvo, JDSupra, Lawyers.com, etc.
- An email marketing program
- A search engine optimization (SEO) program for all of the above



I know that for many of you, this sounds overwhelming. But it's certainly no more daunting than running a business, which is what you are really doing, even though they didn't teach you how at law school.

However, just as you learned the law, you can also learn the fundamentals of [law firm marketing](#) to take you the rest of the way toward building a successful law practice. You can start by attending a Rainmaker Retreat, our two-day law firm marketing intensive that give attorneys hands-on, real world training in both the art and the science of legal marketing.

Our upcoming sessions:

May 18-19, 2012 – Houston, TX

July 27-28, 2012 – San Francisco, CA

August 24-25, 2012 – Las Vegas, NV

You can find out more at www.RainmakerRetreat.com.

+++++

FREE REPORT: How to Use Blogs as a Secret Weapon in Your Online Arsenal

One of the secret tools of Internet marketing for attorneys is the power of having a targeted blog. In a report on the influence of blogs, eMarketer.com found that 51% of Internet users in the U.S. (that's over 91 million people) read blogs, and they project that usage will go to 60% (150 million) in the next four years!

Still think blogs are a fad?

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

- Why you must have a blog in order to stay relevant
- 3 keys to successful blogging
- 7 Guidelines for achieving ROI
- Your 3 choices for managing your blog and social media efforts
- And much more!



Click now for your [FREE REPORT: How to Use Blogs as a Secret Weapon in Your Online Arsenal](#).



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 7,000 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 7,000 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 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/>