

[Law Firm Marketing: How to Avoid Empty Suit Syndrome](#)

By Stephen Fairley

<http://bit.ly/oQRGxT>

Why do so many attorneys fail at marketing their practices? It all comes down to one simple truth: with a product, the customer can see it, touch it, taste it or feel it. The senses combine to help the customer decide to make the purchase.

But what does the customer have to go on when purchasing a service? Generally speaking, only your words in various forms of law firm marketing, and the words of your satisfied clients.

Specifically speaking, a service purchase cannot be fully evaluated until after the service has been performed. Unfortunately for the consumer, there are no money-back guarantees on legal representation.

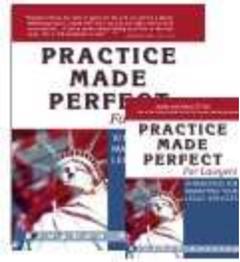
Once you understand these differences, you are in a better position to develop the kinds of marketing strategies that work.

Do not falsely assume the client will use rational parameters to evaluate your services before purchasing. The client is as likely to pick you because of your office décor as any other rational reason.

The average client is ill-equipped to use your credentials, education and experience to evaluate your suitability, mostly because the average client does not see a difference from one lawyer to the next.

The legal services field is becoming intensely competitive and will continue on that path, and consumers are likely to carry on as they always have, choosing attorneys for all sorts of reasons that have nothing to do with skill.





Therefore, it is very important to effectively market your services in ways that are actually related to the way your typical prospect buys your services.

According to the LexisNexis® Martindale-Hubbell® Attorney Selection Research Study released in September, 76% of consumers use online resources to search for an attorney. They use search engines, visit online legal forums, use online directories, visit law firm websites and blogs and use social media sites.

So if you're not there – if you are not effectively marketing your legal services -- you simply do not exist to prospects looking for a lawyer.

+++++

Practice Made Perfect for Lawyers CD Set

The Practice Made Perfect CD set and manual applies Stephen Fairley's unique High Impact Marketing System to the practice-building challenges faced by solo practitioners and partners at small law firms.

It includes dozens of specific marketing and sales recommendations that can be easily and quickly applied to your firm, including:

- The only 7 sure-fire ways to get clients in your door NOW
- Why advertising doesn't work for most small law firms
- The 7 reasons why people don't buy from you
- How to market and sell with USP's (Unique Selling Proposition)
- Using audio logos to attract immediate attention for your business
- Using low-cost, high impact marketing strategies
- Strategies for achieving maximum results from all of your marketing efforts
- How to discover your Ideal Target Market
- 3 critical factors to remember when looking for new clients
- The NEW sales cycle for professional services
- How to retain your best clients

[Click here to order your Practice Made Perfect for Lawyers CD set and manual now.](#)



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/>

http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets

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