

[Law Firm Marketing: Build a Better Email List by Using "Opt Out"](#)

By Stephen Fairley

<http://bit.ly/oQRGxT>

Developing a robust marketing email list should be at the core of your [law firm marketing](#) effort to build credible, long-lasting, relationships with your clients. Whether you're in the beginning stages of building your law firm marketing prospect list or the mid-to-late stages in which you're seeing clients from that list choose you again and again. . . . the key is to build, cultivate and vet the list on an ongoing basis.

The overall law firm marketing goal of your list is to cultivate relationships that move the prospect to become a client.

The value of "Opt Out" -- allowing prospects on your law firm marketing distribution list to leave your list at any time and for any reason they like -- is that **it helps you reach your goal of creating a highly motivated core list of clients and prospects more quickly.**

Of course, there are many law firm marketing planners who believe that openly allowing prospects to leave their list only encourages them to do so.

And that may be true.

The question is – **why would you want to keep sending free legal information to an individual who doesn't want it, won't use it and isn't interested in your services?**

On the other hand, if by allowing those individuals to leave your list, you are actually increasing the health of your list.

You are refining it into a tighter, healthier, more highly focused, highly motivate group of individuals who are interested in what you have to say and the services you have to offer.

So, don't hide the "Opt out" box in fine print at the bottom of your newsletters or bury it in text in your e-mail tips or create a long, convoluted process for them to remove their name.

Display the "Opt out" box prominently along with a succinct message that spells out what they will be missing – insightful answers to their most pressing legal questions at no cost.





FREE "Top 10 Mistakes Attorneys Make and How to Avoid Them" E-book

In a newly revised e-book, legal marketing expert Stephen Fairley outlines 10 of the most common marketing mistakes attorneys make that can lead to the failure of their business, and provides specific strategies and proven principles for avoiding these deadly errors.

To get your complimentary copy online, [click here](#).

Regardless of your specific situation, this free e-book will help you examine how you are currently finding new clients and recommend specific steps you can immediately start using to grow your practice.

We have helped thousands of attorneys achieve their goals of creating a financially successful and personally satisfying legal practice. In this e-book you will discover specific principles and tools you can use to grow your practice, too.



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.therainmakerinstitute.com/products.htm#Compact_Disk_Sets)

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