



[5 Ways Lawyers Fall Flat When It Comes to Social Media](#)

by [Stephen Fairley](#)

Most attorneys I speak with these days feel a sense of urgency to participate on social media networks, but in the rush to join in some are making critical mistakes. If you're just beginning to dip a toe in the social media ocean, here are 5 things you should definitely avoid:



Hard sell. There's a reason it's called *social* media...it's social! Just like you wouldn't give the hard sell to a prospect at a cocktail party, you also need to avoid it on social media. The way to approach social media is as a tool for building relationships, and from those relationships will eventually flow sales opportunities.

Self-promotion. Nobody likes to listen to someone talk about themselves ad nauseum. Again, think of the cocktail party analogy...social media is for engaging and listening.

Being all things to all people. Your practice has a target market, and different social media networks appeal to different people. Once you have identified your target market, identify where they are hanging out online and spend your time on those social media sites.

Keeping up with the Joneses. If you're a small firm or solo practitioner, don't try to compete with the big firms. There is a reason clients come to you and there is real value in being exactly who you are online.

Thinking social media costs nothing. While it won't cost you a dime to sign up on social media networks, maintaining a robust presence on these sites does cost you – either time or money, it's your choice. Monitoring your social media ROI and assigning a number value will enable you to track how effective a tool social media is for your practice.

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Join me at the **Personal Injury Lawyers Marketing and Management**

Association (PILMMA) Fall Legal Marketing & Management Summit on Sept. 21-22 in Las Vegas, when I will be making a special presentation on 5 Proven Strategies to Double Your Referrals.

There are a host of other nationally renowned speakers who will be joining me for this prestigious summit, including:

James Mitchell Brown, author of the book *Marketing for the Contingency Fee Law Firm*, is the nation's leading consultant for contingency fee firms. Brown has been an attorney since 1973. He formed Attorney Consultant Inc. in 2004 and has been recognized throughout the country for his expertise in teaching marketing and business management skills to attorneys.

Mark Wolfe has been practicing in the area of personal injury litigation since 1987 with an emphasis on auto-negligence cases. He is a partner in the Mobile, Alabama firm of Boteler, Finley & Wolfe. He has tried over 200 car crash cases to verdict and handled over 3500 car crash claims or cases.

Patrick Anderson will share the strategies and results of successful PI attorneys who are using iPhone apps to bring in "winnable cases". His Case Study documents a step-by-step marketing blueprint used by PI firms to generate thousands of legal app downloads in a few short months.

For those who are not already members of PILMMA, you will be able to attend this two-day summit and get two months of PILMMA Gold Membership rights at one all-inclusive rate. PILMMA members and non-members can register online -- simply [click this link](#) and learn how you can start snagging these big cases for yourself!



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:

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