



[Law Firm Marketing: Knowing the Numbers That Run Your Practice](#)

By Stephen Fairley

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Key Performance Indicators (KPIs) are the numbers that make your law firm run. Here are some common numbers you should know:



How much money do you need each and every month to make payroll and keep your doors open?

How many new clients do you need to bring in every month to break even?

What is your average profit margin per client?

Which types of cases produce the highest profit margin?

What percentage of people who visit your website end up calling your office?

What percentage of prospects that call your office come in for a free consultation?

What percentage of prospects that come in for a free consultation become clients?

What is your average new client worth?

If you don't know these and other important numbers, how on-target are the decisions you are making about marketing and running your law firm on a daily basis likely to be?

Learn all about it by joining me next **Thursday, Dec. 15 for a one-hour webinar on *Key Performance Indicators: Knowing The Numbers That Run Your Law Firm* at 3 p.m. ET/11 a.m. PT.**

In this fast paced webinar, sponsored by the [Legal Marketing Association](#), I will give you the specifics that will allow you to view KPIs from the Partner's perspective, how to determine which analytics you need to measure, and how to communicate the relevant data to Partners so you are viewed as a valued member of the decision-making leadership team.

Discounts are available for LMA members. For more information and to register online, [click here](#)



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 Please go to:

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

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

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

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