



[7 Ways Blogging Can Help Your Law Practice](#)

<http://bit.ly/oQRGxT>

by [Stephen Fairley](#)

Many attorneys I speak with feel they should be blogging, but are not really sure why. Here are 7 ways that blogging can help your law practice:

Client engagement. A blog provides the opportunity for you to open a dialogue with prospects and clients, which can lead to powerful business benefits.

SEO. Blogs are the #1 way to add new content to your website, which search engines like Google reward with higher rankings.

Humanizes your firm. Blogs provide you with the opportunity to tell stories (leaving out the real names to protect the innocent, of course), and nothing is better for putting a human face on your firm. Include videos in your blogs to really humanize your firm.

Showcases expertise. Regular blog posts keep your website up to date and relevant, letting prospects know you are on the leading edge of emerging legal trends.

Market segmentation. If your law firm includes more than one practice area, you can segment effectively by creating blogs for each specialty and speak directly to those targeted prospects.

Repurpose content. Your blog posts can be effectively repurposed for free reports, e-books and newsletters.

Build trust. Current research shows that 80% of U.S. online consumers trust information and advice from blogs.

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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 9,000 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 10 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.

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 33 countries. 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.

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