

Law Firm Marketing: How to Find Your Ideal Clients

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

How often have you wished that you could clone your ideal client? It's not biological science that will get you there, but marketing intelligence that can show you the way to attract and retain more of your ideal client.

First, **you need to know exactly who your ideal client is**. Ask your accounting person to create a spreadsheet listing each client and their historical profitability.

Second, **examine that list carefully to see which of your current or past clients made it a practice to refer business to you**.

Third, take that group of profitable, referring clients and **see what common characteristics they share**. More than just demographics – age, income, zip code – look for commonalities in industry, causes they support, interests they have, shared legal issues, etc.

Now you have what you need to create an ideal client profile.

Once your ideal client profile is created, you can focus on strengthening the areas of your practice that will attract these ideal clients, and targeting your law firm marketing efforts at drawing them in.

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 Fairley, M.A., RCC, CEO
Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

Stephen@TheRainmakerInstitute.com

Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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