

**Law Firm Marketing:**  
**Internet Marketing for Rainmakers/Part 4 of 5**

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**<http://www.TheRainmakerInstitute.com>**

More strategies that can help make you a Rainmaker on the Internet:

**Develop educational tools and promote them on your website.** Education-based marketing is one of the most powerful tools at the disposal of lawyers. There is a great amount of basic information you know about your practice area that prospects want and need to know. Think about some of the questions your clients have about child custody and divorce or how to avoid getting sued by employees or ways to protect their intellectual property. Identify their frequently asked questions or biggest challenges and put together a short report (three to six pages long), a PowerPoint presentation, or even an audio CD, and offer a free copy to website visitors who give you their contact information. (Remember, if you cannot get visitors to call you directly, the second-best alternative is to persuade them to give you their contact information with permission to contact them.)

Be sure to give your education material an attention-grabbing creative title like, “*7 Questions You Must Ask before You Hire a Personal Injury Lawyer,*” or “*The 10 Deadly Mistakes People Make with Their Estate Plan,*” or even “*5 Strategies Inventors Can Use to Protect and Monetize Their Inventions.*”

This kind of free educational information is a great tool you can use to start building relationships with many people who need your help but aren’t ready to walk in your door. It is not enough simply to offer people a free consultation. Almost every lawyer does that. Take it one step further and give them some great information that will help them think through the issues and challenges they are facing.

Once you have created these educational tools, find every way you can to give them away to as many people as possible.

*Key Action Points:*

- Use an educational report, white paper, or audio CD to inform prospects, clients, and referral sources.
- Every prospect has questions and challenges. Identify them and give them some information that indicates you can resolve their challenges and answer their questions.

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**Free CD: Insider Small Law Firm Marketing Practices**

Get your **free CD** on *Insider Small Law Firm Marketing Practices* by #1 Best-Selling Author And Nationally Recognized Law Firm Marketing Expert Stephen Fairley, and listen as he reveals **A Proven System To Generate More and Better Referrals, Find New Clients Fast, and Fill Your Law Practice!**

Discover:

- How 1 piece of simple technology in your practice will drastically increase your communication with prospects, clients and referral sources – resulting in a **major revenue boost**
- 5 ways to market and **position yourself as a recognized expert**
- How 2 Attorneys **promoted their law firms to over 100,000 people for less than \$100 in 2 hours**
- The **1 item you must absolutely have to create a Million Dollar Law Practice** (hint: Not having this will almost guarantee your failure!)
- **6 BIGGEST secrets to generating more and better referrals**
- How to **create a proven network of 30 new Strategic Referral Partners** in the next 90 days

To obtain your free CD, click [here](#) now.

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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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