

Bootstrapping Your Way to Law Firm Marketing Success

By: Stephen Fairley

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Everyone is cash-conscious these days. If you're like most attorneys in small and solo law firms, you're working harder than ever before just to get the same amount of business. Here are some specific strategies to help you bootstrap your way to marketing success:

Done is Better Than Perfect. When it comes to marketing your law firm, almost is almost always good enough! Get your website or blog to the point where it's good enough and then launch it! You can always tinker with the photos at a later time.

I have encountered far too many attorneys who micromanage the marketing process to the point where nothing is done. Which means, of course, nothing is accomplished.

Niche Your Practice to Get on the Fast Path to Riches

. I know you have heard me say this before, and I know you continue to resist it. However, the more you can target a specific niche, the easier you can dominate your target and the faster you can gain recognition as an expert.

Here's an example of a poorly defined niche: small business owners in Phoenix who need an estate plan. Here's how to locate a better target: physicians in Phoenix who own a medical practice, gross at least \$500,000 annually, and need asset protection strategies to grow and preserve their wealth.

Including highly specific categories in your niche will keep you on track, plus it's easier to identify who these people or businesses are, so be sure you specify a profession or industry, geographical location, annual revenues, and core challenges.

Look at What the Crowd is Doing and Do the Opposite

. Many of my best marketing strategies are based on contrarian thinking. I often tell my clients to look at what their competitors are doing and do the opposite.

Right now, I have heard some attorneys say they are doubling their advertising spend, believing that since they can negotiate a good deal they should buy more of it. That's good news for you. Not only is advertising generally ineffective in growing a law firm, but they are wasting their precious cash flow while you are investing it wisely on strategies that actually work.

Emphasize Price at Your Own Peril.

This is not the time to reduce your rates just to pull a few more clients in the door. It's often the price shoppers who are the most demanding, take up more of your time, complain more frequently, and are slow payers.

In these tough times, who is more price sensitive – blue-collar workers or affluent white-collar executives? By emphasizing your price and targeting the lower end of the marketplace, you kill

your profit margins and destroy your chances at long-term wealth. Emphasize price at your own peril.

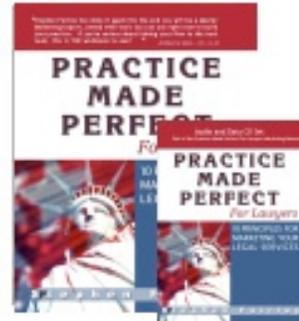
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Free CD: Insider Small Law Firm Marketing Practices

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



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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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