

How to Grow Your Law Firm in 2013

By Stephen Fairley

For many law firms, business slows during the holidays. And that makes it a perfect time to review your law practice.

Start by Asking 3 Questions:

1. Am I on target with my goals?
2. Are my numbers lining up? (Examine your overhead, major expenditures, profit margins, etc.)
3. Am I creating a business that supports and enhances the lifestyle I want to lead?



Create an Action Plan

After you've collected the data and done a bit of reflection as these 3 questions require, you're only half-done. You now need to create an action plan. To help you with this, here are a few questions to answer and suggestions to guide you:

On Your Goals

If I'm on target with my goals, is there something I can do differently to make those goals happen sooner? What are the things I can do? If I'm not on target with my goals, what's standing in the way?

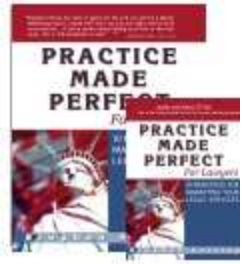
On Your Numbers

Do the numbers look good? Could they look better? How? What actions should I take? (i.e., "improving law firm marketing," "cutting costs,")

On Lifestyle

If I am creating a business that supports the lifestyle I want to lead, is there something that could be improved even more? What are those items? If I am not creating a business that supports the lifestyle I want to lead, what are the obstacles?

Action Plan



Now take a look at each category. List what you came up with. For example, under “goals,” depending upon how you answered the question, you could have listed either 1) Things you could do to make the achievement of those goals happen sooner, or 2) Obstacles in the way of achieving your goals.

After you’ve listed all the respective items in their categories, then rank them from “*Urgently Need to Address;*” “*Need to Address Soon*” “*Nice to Address But Not Essential.*” And congratulations! You just created your blueprint for a better law practice in the coming year.

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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

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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 8,000 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 8,000 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.

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