

## [How to Manage Your Reputation Online](#)

by [Stephen Fairley](#)

Reputation is everything for lawyers. A good reputation gets you more clients through referrals; a bad one pretty much dooms your practice. So it's no surprise that attorneys tend to pay close attention to cultivating a reputation as effective, ethical counselors.

But is all your hard work toward that goal reflected in your online reputation? What do prospects see when they type your name into a search engine? If it's not much, that can often be as harmful as something negative.

Here are some tips on managing your online reputation:

**Create good, meaningful content.** Wherever you are online – your law firm website, your blog, your social media networks – make sure you are creating and posting valuable and relevant content that your target prospects will find interesting and helpful.

**Look and listen.** Create a Google Alert for yourself and your firm so you can monitor what is being said. If you find something negative on a site that allows you to comment, do so professionally and unemotionally.

**Build relationships with influencers.** Find the influential online voices that your target market is listening to and join in the conversation. Offer to be a guest blogger or an interview source. Contribute good comments and give praise when it's due. Don't create advertisements for yourself; just be helpful and relevant.

Here are some additional critical tips from a recent interview at [LawMarketing.com](#) with Cindy Speaker, CEO of Speaker Media & Marketing, who counsels some of the most successful trial lawyers in the U.S.:

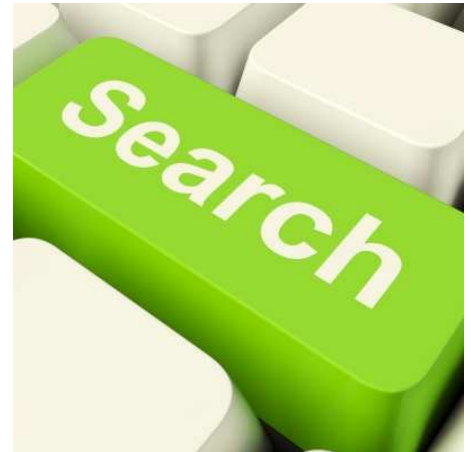
Take a moment now and Google yourself. If you don't like what you see, maybe you need to expend a little more effort managing your online reputation.

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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 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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