



## [Graphic Look at the Legal Profession in 2012](#)

by [Stephen Fairley](#)

I ran across the infographic below a few days ago and am just beginning to wrap my mind around the fact that it says only around 62% of law school graduates this year will find a job – down more than 20% from 2011!

And if you're a lawyer in California, Texas, Illinois, Florida, Ohio, Pennsylvania, New York or New Jersey, you're facing the most competition for legal services. So how do you prevail?

As I was explaining to our [Rainmaker Retreat](#) attendees in Las Vegas last weekend, in today's environment, attorneys must be able to differentiate themselves and clearly answer the #1 question in prospect's minds, "Why should I hire you versus anyone else or doing it myself?"

Many attorneys try to position themselves against other attorneys by comparing "apples to apples," I hear all the time, "I'm a good quality attorney with low prices and offer great service." That does NOT differentiate you. It puts you in the mix with your competitors and makes you a commodity.

Commodities are always based on price, so this is a dangerous game to play. Rather, you need to position yourself so people are comparing others who do what you do as "apples to oranges." This way you become the go-to attorney in that field. To create a powerful positioning statement you need to focus on the "Benefits, Results, Solutions and Values" your firm offers.



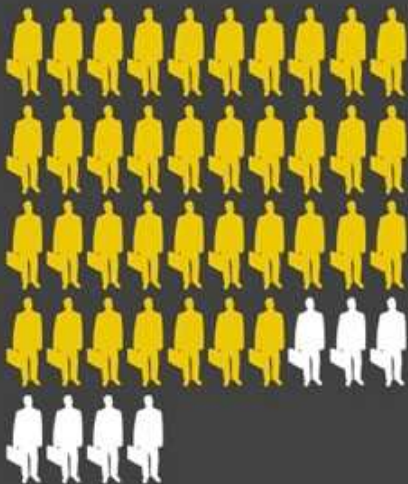
# THE NEW LAWYER

Employment of lawyers is expected to grow by 10 percent from 2010 to 2020, about as fast as the average for all occupations. Competition for jobs should continue to be strong because more students are graduating from law school each year than there are jobs available. This statistic alone is transforming the way lawyers operate. Check out the statistics below that define what it means to be a new lawyer in the 21 century.



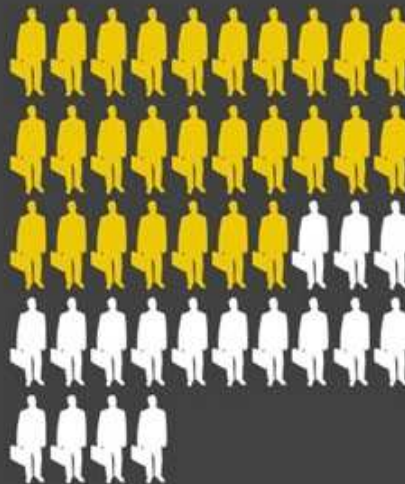
## GRADUATION vs EMPLOYMENT STATISTICS

### 2011



OF THE **43,706** GRADUATES  
ONLY **36,974** GAINED EMPLOYMENT

### 2012



OF THE **43,979** GRADUATES  
ONLY **27,639** GAINED EMPLOYMENT

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**PI Attorneys: Register Now for PILMMA Fall Summit Sept. 21-22 in Las Vegas**

Join me at the **Personal Injury Lawyers Marketing and Management Association (PILMMA) Fall Legal Marketing & Management Summit on Sept. 21-22 in Las Vegas**, when I will be making a special presentation on *5 Proven Strategies to Double Your Referrals*.

There are a host of other nationally renowned speakers who will be joining me for this prestigious summit, including:

**James Mitchell Brown**, author of the book Marketing for the Contingency Fee Law Firm, is the nation’s leading consultant for contingency fee firms. Brown has been an attorney since 1973. He formed Attorney Consultant Inc. in 2004 and has been recognized throughout the country for his expertise in teaching marketing and business management skills to attorneys.

**Mark Wolfe** has been practicing in the area of personal injury litigation since 1987 with an emphasis on auto-negligence cases. He is a partner in the Mobile, Alabama firm of Boteler, Finley & Wolfe. He has tried over 200 car crash cases to verdict and handled over 3500 car crash claims or cases.

**Patrick Anderson** will share the strategies and results of successful PI attorneys who are using iPhone apps to bring in “winnable cases”. His Case Study documents a step-by-step marketing blueprint used by PI firms to generate thousands of legal app downloads in a few short months.

For those who are not already members of PILMMA, you will be able to attend this two-day summit and get two months of PILMMA Gold Membership rights at one all-inclusive rate. PILMMA members and non-members can register online -- simply [click this link](#) and learn how you can start snagging these big cases for yourself!



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.

For more information Please go to:

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

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