

[Internet Marketing Q&A from the New York Rainmaker Retreat](#)

[Stephen Fairley](#)

Our Rainmaker Retreat in New York on May 31-June 1 yielded many questions about marketing small firms on the Internet. Here are some of the questions asked and my answers:

My firm is small; how can I compete against bigger firms on the Internet?

One of the biggest misconceptions out there is that all the big firms are engaging in the right kind of online marketing. Many big firms throw lots of money at Internet marketing but their dollars and time are not being used as effectively as they could be. Another misconception is that you are competing against the "big firms" and not the "small firms."

The truth is many large firms are too big and move too slowly to react to constantly changing Internet marketing strategies. So being a smaller firm puts you in the perfect position to get on the Internet and start to make a name for yourself because you can make changes quickly.

The most important thing to do is to get in the game, do the right things and you will see your Internet presence grow steadily. But if you continue to sit back and watch you will never grow your online presence.

Can't I do this all myself instead of outsourcing?

Doing it yourself is always an option. There is a lot of really valuable and great information out there where you can learn what needs to be done in order to successfully market your firm. But the hard reality is you went to school to practice law and chances are that is your unique gift.

We have seen dozens of our clients start out with the idea that they were going to do it for themselves. Most of the time, they start out strong, doing the right things in the right amount but as soon as their practice gets busier or grows, their time is divided and they no longer have time to dedicate to doing the social media or blogging or e-newsletter activities.

The reason you hire a company like The Rainmaker Institute is because our core competency is online marketing for attorneys. Do what you do best and outsource or delegate the rest. That is the most effective use of your time and money.



How do ethics play into social media?

The same ethics rules apply online and offline. However, with the exception of direct solicitation and making blatant self-promoting statements, educating prospects and those who follow you online and social media platforms is perfectly OK. Of course, you must be mindful of what you put out there, but writing blogs and doing social media updates about new laws and other type of educational information is perfectly acceptable and very valuable to those who are looking to hire an attorney.

Should I only focus on online marketing?

You never want to put all your eggs in one basket. This holds true with marketing. Not only do you need to diversify your marketing strategies online, you also need to utilize some effective offline marketing strategies too. Things like weekly networking, giving educational seminars and meeting with referral sources, to name a few, are outstanding offline marketing strategies that are highly effective in creating a comprehensive marketing strategy. That said, if you want to successfully grow your legal firm, you must be on the Internet and give people the opportunity to find your firm and engage with you on multiple platforms so you can build trust, credibility and rapport with prospects and referral partners.

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FREE Online Seminar: How to Attract Clients in Today's Marketing Jungle

When it comes to law firm marketing, it is truly a jungle out there! Mastering social media, SEO and Internet marketing strategies – and making sure your efforts align with legal marketing rules – can give even the most eager attorney pause.



In his new one-hour seminar, Stephen Fairley will lead you through the **step-by-step actions** you should take throughout the course of the **next 12 months to substantially increase your revenues**. You will learn:

- **How to target market to get your ideal client**
- **Why your firm is not getting more referrals and how to change it**
- **How to select the right marketing tools** that will work for your practice and personality
- **Effective online and offline marketing strategies**
- **How to create a financial plan to fund your marketing budget**
- **The 5 critical components of a Marketing Action Plan (MAP)**
- **4 ways to create a unique competitive advantage**
- **What is critical to have in place today's hyper-competitive online focused marketplace**

This **FREE** seminar will also give you a **preview of the 65 different marketing techniques and strategies taught at our 2-day legal marketing boot camp**. Upcoming dates for our Rainmaker Retreat include:

- **July 26-27, 2013 – San Diego, CA**
- **August 16-17, 2013 – Las Vegas, NV**
- **September 20-21, 2013 – San Francisco, CA**
- **October 25-26, 2013 – Chicago, IL**
- **November 15-16, 2013 – New York City**
- **December 6-7, 2013 – Los Angeles, CA**

Click on this link to register now for the **FREE [How to Attract Clients in Today's Marketing Jungle](#)** seminar.



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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