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Law Firm Marketing Tip: How Lawyers Can Market Their Law Firm Online Articles

By: Stephen Fairley

One of the hidden online law firm marketing keys is called “article marketing.” First, let me be clear, I am not talking about publishing an article in a newspaper or trade journal or even getting publishing in your local or state bar association’s journal. I am talking about publishing short, educational articles on the internet.

Did you know that there are thousands of websites and directories on the internet that will publish your articles for free. That’s right, at no cost. All you have to do is submit them. As far as we know, no one else is teaching this hidden strategy to attorneys like we are (and this is just one of a dozen secret marketing strategies we are teaching to law firms).

Why should you publish your articles on the internet? Let me paint a picture for you...imagine a qualified prospect is looking for an attorney. They have already asked around and none of their friends or colleagues knows an attorney who can help. So where do they turn, the internet of course. What do they search for? Generally, they search for a variety of key words or phrases that include: a specific geographical location (Los Angeles, Chicago, Orlando, etc) and a description of a practice area (e.g., personal injury lawyer, I need an estate planning attorney, labor and employment lawyer).

Now when they search on the internet, imagine your articles coming up because you used those same words and phrases in your articles. Here's how this works:

1. You, or a professional copywriter, write a 400-700 word article about a topic of interest to your ideal target market like “top 10 tips; 5 questions to ask before you hire a lawyer; 7 deadly mistakes; how to...”
2. You submit the article to an online directory.
3. At the bottom of every article is your bio box with all your contact information, your website link and phone number.
4. Every day dozens of other websites electronically ask the online directory you posted to if they have any new articles of interest.
5. The online directory sends them your article which they post on their online directory.

From that point, your article can go viral and can literally be picked up by dozens or even hundreds of websites. Want proof? Go to Google and type in my name, it's spelled a little odd so you have to spell it correctly. You will see that I come up on 250,000 to 300,000 websites (that's not a typo). How did I do that? One of the biggest ways I have found is by writing and submitting articles, just like this one. Please note, this was not a mistake. This was a marketing strategy.

The best part about this online law firm marketing strategy is that you only have to submit the article once and then it takes on a life of its own. You may have heard the term "viral marketing"—this is what they mean—a great article can take on a life of its own.

When using articles to market your law firm here are a few pointers to remember.

- Make sure that your article is a good fit for the site that you submit it to.
- Write for a specific audience in mind. Don't make it too generic.
- Keep it short and concise.
- Provide some good, practical content.
- Have a call to action at the bottom of every article.
- Include all your contact information in your bio or resource box.
- Tell them what you want them to do: go to your website for a free special report, call you for a consultation, download your audio program, etc.

So here's what I want you to do: if you want a more detailed explanation of how to use articles to market your law firm email me at Article@RainmakerRetreat.com and simply in the subject line put "Please email me the article list." I will email you a free special report on "How Attorneys Can Use Articles to Market Their Law Firm" which will walk you through the process step by step. As a bonus I will throw in 30 top online article directories which will accept your articles for free.