



## [Mobile Now #1 Way We Check Email; Here's How to Make Your Emails Mobile-Friendly](#)

[LINK to BLOG: http://bit.ly/oQRGxT](http://bit.ly/oQRGxT)

by [Stephen Fairley](#)

Email marketing services company [Litmus](#) took an in-depth look at their aggregated email analytics (1 billion+ emails delivered) and found that **mobile has now overtaken desktop and webmail in overall email opens.**

In an amazingly quick turn of events, Litmus found an **80% increase in just six months for email opens on mobile devices.**

What that means: your [law firm email marketing](#) better be optimized for mobile devices. Specifically for iPhone and iPad, which dominated with 80% of mobile opens performed on these devices.

Here are some tips for mobilizing your email marketing:

**Measurement.** Do you know what percentage of your audience is viewing your email on a mobile device? You need to gather that information from your email open analytics; if your email marketer doesn't provide this information, there are inexpensive tools (including those from Litmus) that will measure your opens for device information.

**Subject line.** Mobile devices usually cut the subject line to 15 characters, so be precise!

**Intro.** Your first paragraph of content is prime real estate when it comes to viewing on a mobile device, so maximize your messaging here.

**Content.** Make it short, concise, clear, brief and with an articulate call to action.

**Timing.** Studies show most people view email on their mobile devices toward the end of the week – Friday, Saturday and Sunday.



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### **Free Report: 4 Myths That Keep Attorneys From Building A Referral-Based Practice**

Referrals are the lifeblood of many law practices, and building a good referral program takes a proven process.

Stephen Fairley unveils the **4 Myths That Keep Attorneys from Building a Referral-Based Practice** in his new [free report](#). Read and discover:

- How to determine the best source for your referrals
- How to explain your ideal target market to a referral source
- How to get referrals from other attorneys
- Whether online directories are a good referral source
- How to network effectively
- And much, much more!

Click now for your [free report on 4 Myths That Keep Attorneys from Building a Referral-Based Practice](#).



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 7,000 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 7,000 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 or to purchase one of Stephen's law firm marketing products click here.

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