

[How Companies Use Social Media to Hire Attorneys](#)

by [Stephen Fairley](#)

A recent post at [LawMarketing.com](#) shares an interview by Bloomberg Law on a new survey I blogged about two days ago ([Social Media Usage Now Mainstream for In-House Counsel](#)):

In a recent video interview, John Corey, founding partner at Greentarget, a public relations firm, tells Bloomberg Law's, Lee Pacchia, that in-house lawyers prefer to visit blogs to read content, rather than contribute. And they use LinkedIn to build connections, not to initiate discussions or contribute to group discussions.

If you haven't checked out the "How Companies Use Social Media to Hire Law Firms" video, take a few minutes to watch it now:

NOTE: Be sure to sign up for a great free report on LawMarketing.com's home page: [15 Strategies for Attorneys to Increase Google Rank, Control Online Reputations and Maximize Content.](#)



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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