

9 Proven Ways to Get Publicity for Your Law Firm, Part 2 of 3

By Stephen Fairley

Find the reporters. Sign up for a Google Alert to get emailed articles, websites, columns and blogs who are writing on your area of expertise or focus. This is a great way to find out who is out there writing about your topics. If you do a Google Alert, Google will do all the heavy lifting for you. If you're trying to get into magazines, pay particular attention to the column in front of the magazine. It's usually written by the editor. That will tip you off to all kinds of issues that they think are important. It will give you names of freelance writers who are featured in that issue.



Let's say you're trying to get on a National Public Radio program. Go to the NPR website and use the search box at the top to plug in your topic and it will bring up a list of programs that NPR has featured on that topic. Many of those programs are archived right at the website.

The smarter you are about the publication you're pitching, the better you're going to pitch and the more publicity you're going to get. Your job is to help make a journalist's job easy. Once you're familiar with their publication or program, you can offer story ideas that are a perfect fit.

Identify emerging trends. A great way to make a journalist's job easy is to tip them off to emerging trends. The media relies on really good sources to tip them off to emerging trends that they can write about. So if you're starting to see emerging trends in a certain industry and you think it would make a great story and we haven't seen a lot written about it, tip off a reporter on your media hit list to that trend.

Offer background information. Newspapers don't want only one person quoted in the whole story, so if you can hand contact information and names to a reporter who's interested in your story idea, you've just positioned yourself as a golden source.

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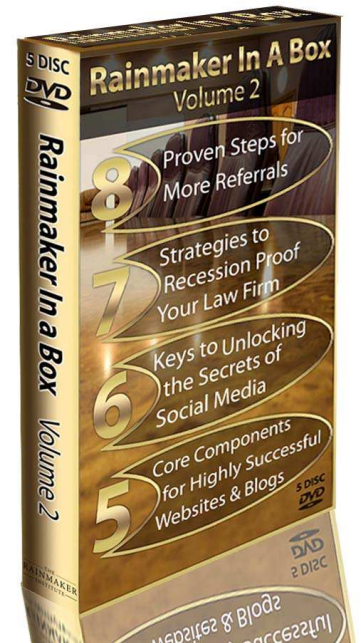
6 Keys to Unlocking the Secrets of Social Media

Social media has emerged as the fastest way to build a massive platform of prospects! I pull back the curtain and let you in on little known secrets of how attorneys are generating dozens of leads every month from social media.

5 Core Components for Highly Successful Websites & Blogs

My interview with nationally recognized personal injury attorney John Bisnar on how his law firm uses search engine optimization and internet marketing to drive tens of thousands of unique visitors every month to his 30 websites and 10 blogs. Discover proven techniques for converting website visitors into paying clients.

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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.

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