

How to Make Your Emails Mobile-Friendly

by [Stephen Fairley](#)

Earlier this year, 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 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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Secrets to Building a 7-Figure Lifestyle Law Firm: Proven Strategies from the Front Line

At The Rainmaker Institute, we define a “7 figure lifestyle law firm” as one that allows you to have the lifestyle that you want to live!

It’s more than just money or achieving a million dollars in revenue.

It’s about creating a lifestyle where you do what you love and building a business around your core values and interests.

In this recording of an interview between **Stephen Fairley, CEO of The Rainmaker Institute, and nationally recognized attorney John Bisnar**, Stephen asks John to share with us some of the secrets he has used to create a law firm that allows him to **go into the office only one day a week** and take, on average, **3 to 4 months of vacation every year** - all the while managing a **very successful, multi-million dollar law firm!**

You will receive either a **CD or MP3 recording, plus we will email you a pdf transcript** of the interview.

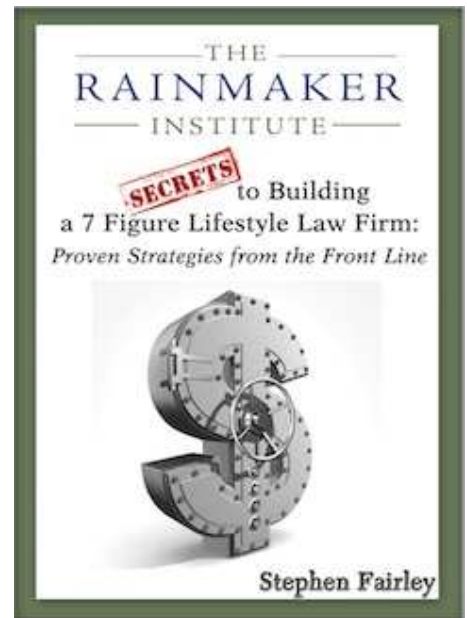
This interview will help you discover:

- The difference between a **law practice and a business**
- How to **identify superstar employees** to help you run your business
- The difference between an **Office Manager and a Business Manager**
- The **7 essential systems** your firm must have & how to implement them
- How to micromanage the **client experience**
- Critical **keys to success**
- And much more!

Click this link now to order [Secrets to Building a 7-Figure Lifestyle Law Firm: Proven Strategies from the Front Line](#).



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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