

## Law Firm Marketing: Follow These Steps to Turn Prospects into Clients

By Stephen Fairley

<http://bit.ly/oQRGxT>

Successful law firm marketing includes not only determining which people and businesses are truly interested in your services, but those that are not. Wasting time chasing bad prospects is a business-killer, one you can ill afford in these recessionary times.

These 5 simple steps will help you turn more prospects into clients. Incorporate these into your law firm marketing strategy and watch your conversion rate grow:

- 1. Identify those with genuine interest.** This requires some work on your part, to separate the real prospects from those who are merely responding to you out of politeness or shopping around. To make the separation, create a list of qualifying questions to determine those who need, want and can afford your services. If they meet those three criteria, they are good prospects for converting into paying clients.
- 2. Interview good prospects in person.** Be sure you are speaking to the real decision-maker, who can pull the trigger and hire you, not just a gatekeeper.
- 3. Make your best case.** Are you a persuasive presenter? If not, take a presentation skills seminar. Focus on benefits and results, not services and features. Identify your prospect's problems and let them know how you can help. Develop good listening habits, and become more fluent in speaking your prospect's language.
- 4. Ask for the sale.** A common mistake too many attorneys make is not asking for the sale. Make sure to ask your prospect for their business, and ask in a way that makes it clear to them you want it.
- 5. Follow up.** You should be following up with prospects within 24 hours of an interview, thanking them for their time and reiterating your interest in their business.

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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**



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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.

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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 Please go to:

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