



How to Build a Law Firm Marketing Mailing List That Performs

By: Stephen Fairley

When it comes to reaching out to potential clients on a consistent basis, few law firm marketing tools can match the success rate of newsletters. However, before you can engage prospective clients through law firm marketing newsletters, you first have to find them. Which brings us to one of the foundational tools of law firm marketing: list building.

There are list services where you can purchase names, e-mail addresses and home addresses that match your target demographic. But I don't recommend them for law firm marketing for one important reason: the client's choice in legal counsel rests so much on trust, my opinion is that contacting clients without their permission is suspect.

However, there are many proven ways to build law firm marketing lists without purchasing names from a service. Below are some of the best:



Insert a newsletter sign-up form on each page of your website and on your blog, including a brief summary of the benefits of receiving no-cost, ongoing legal information they can use.

When you have a speaking engagement, provide a sign-up sheet for your “complimentary” newsletter. This technique has a very high response rate because the audience is already interested in your area of the law.

Partner with other professionals who serve a client base similar to yours.

For example, if your area of practice is estate planning, financial planners or brokerage houses might have a target client similar to yours. Once you locate these “list partners”, you can insert your offer for a free trial newsletter into their outgoing communications to that client base (and they can do the same with yours). In that way, you are getting permission from the recipient prior to sending your law firm marketing newsletter – which is much more effective than purchasing a list.

In addition to using these proven ways to build your law firm marketing list, be sure to make it visible and easy for recipients of your newsletter to unsubscribe. It does you no good to contact someone regularly that does not want your information -- and making it clear they may cancel at any time sends the message that you care about them and they can trust you.

Adding these list-building tactics to your law firm marketing strategy will help you build a solid, highly responsive list of prospects that have real potential to turn into paying clients.

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Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on “autopilot” – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our **Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan.**

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm. [Click here](#) to download, and start using these proven strategies today!





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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