

The logo for Rainmaker Retreat features the words "RAINMAKER" and "RETREAT" stacked vertically in a white, serif font. To the right of the text is a stylized graphic consisting of two overlapping, curved shapes in shades of blue and green, resembling a swoosh or a drop.

RAINMAKER
RETREAT

Law Firm Marketing Boot Camp for Attorneys

www.rainmakerretreat.com 888-588-5891

[Why You Should Be Making Time for LinkedIn](#)

[Stephen Fairley](#)

With more than 225 million users worldwide, LinkedIn is by far the most popular business social network available. The infographic below shows who is using LinkedIn, how it is being used by both B2B and B2C marketers, and the level of trust LinkedIn users have in the information they find there:

Q2 2013:

THE STATE OF...

Linked



Key Facts:

May 5,
2003

— LinkedIn first Launched

64% of
users are
outside of
the U.S.

225
Million
LinkedIn
members

(as of May 2013)

in 200 countries
and territories
worldwide

2 people
join LinkedIn
every second

Users:



Paid

of LinkedIn users have
paid premium accounts

Usage



+++++

On-Demand Seminar: Lessons From Dewey & LeBoeuf: 5 Biggest Reasons Why Law Firms Fail

With the spectacular announcement of the biggest bankruptcy in law firm history, Dewey & LeBoeuf stunned the legal community. Now comes the work of dissecting what went wrong and how their competitors can avoid a similar fate. When you order this new on-demand [seminar](#), you will watch nationally recognized law firm marketing expert **Stephen Fairley interview Donald Scarinci**, Managing Partner of Scarinci Hollenbeck, one of the **fastest growing mid-sized law firms** on the East Coast and a nationally recognized thought leader on law firm management. They discuss:



- The **5 biggest reasons why law firms fail** and how you can avoid a similar fate
- How fast growing firms can **avoid the pitfalls** that brought Dewey & LeBoeuf to its knees
- How Scarinci Hollenbeck went from relying almost entirely on “word of mouth” marketing to being featured in the *Wall Street Journal* for their **cutting edge approach to social media in less than 6 months**
- What Managing Partners and law firm administrators **need to know now to compete**
- **Marketing and managing your firm** in today’s roller coaster economy
- A “behind the scenes” **case study** of how Scarinci Hollenbeck has adapted to the new realities
- Effective tools multi-attorney firms can use to **market a variety of partners and practice areas**

Order the on-demand seminar on [Lessons From Dewey & LeBoeuf: 5 Biggest Reasons Why Law Firms Fail](#) , watch it at your convenience and share it with your partners and associates.



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.

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

[http://www.therainmakerinstitute.com/products.htm#Compact Disk Sets](http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets)

<http://www.therainmakerblog.com/>