

[How to Generate Leads by Marketing What You Already Know](#)

By Stephen Fairley

<http://bit.ly/oQRGxT>

Education-based marketing is one of the most powerful tools at the disposal of lawyers. There is a vast amount of basic information you know that prospects want. And there are a number of tools available for you to disseminate this information to them, including:

Blogs – Blogs are a great, inexpensive way to disseminate your knowledge quickly – plus, search engines love blogs because they provide fresh content and are usually very search engine friendly.

Online Article Marketing – Research shows that consumers visit sites like Lawyers.com and Avvo to research questions they have on legal issues. Short, education-based articles that are written specifically for your niche will do a great job for you in exposing your practice to prospects. If you can write 500 words on a topic, you can use this simple strategy.

Free Reports -- Think about some of the questions your clients have and put together a short report (three to six pages long), a PowerPoint presentation, or even an audio CD, and offer a free copy to website visitors who give you their contact information. (Remember, if you cannot get visitors to call you directly, the second-best alternative is to persuade them to give you their contact information with permission to contact them.) This kind of free educational information is a great tool you can use to start building relationships with many people who need your help but aren't ready to walk in your door. It is not enough simply to offer people a free consultation. Almost every lawyer does that. Take it one step further and give them some great information that will help them think through the issues and challenges they are facing.



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

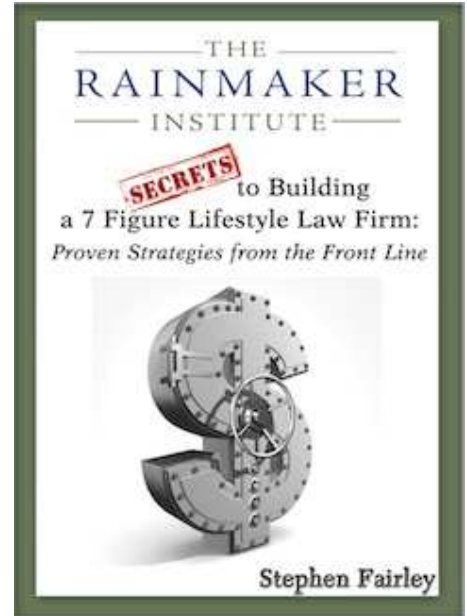
At The Rainmaker Institute, we define a “7 figure lifestyle law firm” as one that allows you to have the lifestyle that you want to live!

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 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.

For more information Please go to:

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

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