

[How to Build a Lifestyle Law Firm, Part 3 of 7](#)

by [Stephen Fairley](#)

Here are just a few marketing efforts that I **never** recommend you delegate to someone else:

Building meaningful relationships with your clients. While you can and should have staff members involved in doing the actual work and even managing the client relationship on a daily basis, you cannot abdicate the relationship building with your key clients.

Meeting potential referral sources. You need to have a systematic approach to setting up introductory meetings with potential referral sources and following up with them after the meeting. You can delegate or outsource both of those activities. However, the actual face to face meeting needs to be conducted with a partner in the law firm. You are the face of your business.

Giving a legal seminar to promote your law firm. Presenting to potential clients or referral groups is generally best done by the owner or Managing Partner of the firm. You can have an assistant prepare your slides and handouts, but unless you have another attorney that has a specialized area of expertise or is a significantly better presenter than you are, you should be the person giving the actual talk.

There are many marketing tasks that you can and should delegate or outsource because it's simply not the best use of your time. I will post about those tomorrow.

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Proven Strategies to Win More Clients for Family Law, Personal Injury and Estate Planning Attorneys

Does this sound like you?

You spend thousands of dollars and countless hours trying to generate more business for your law firm. And still you end up with less business than you hoped. You've put "get more clients" at the top of your list, but have no time to do anything about it.

If someone calls your office and doesn't make an appointment, what happens to them?

What if they don't show up for the appointment?

What if they show up and don't retain you?

What if they want to retain you and you never hear from them again?



If you answered, "I don't know" or "We leave a message," then this on-demand seminar is for you. Sign up online to receive the [Proven Strategies to Win More Clients seminar](#), where **you will learn:**

- 3 major areas to examine when **analyzing your law firm**
- **5 numbers every law firm must track** to increase their conversion rates
- **A simple diagnostic tool** you can use to track your leads and fix your follow up
- 3 steps for turning **more leads into appointments**
- 5 ways to **increase your "show up" rates**
- 4 ways to get **more appointments to sign up** this week
- **What to do when a prospect doesn't sign up** at the initial consultation

Lead Conversion is one of the most overlooked areas at consumer law firms. You spend tens of thousands of dollars every year trying to generate more leads...yet virtually nothing to ensure you convert the maximum amount of those leads into paying clients!

Lead conversion is the **5-stage process of converting more prospects into paying clients** and turning more browsers into buyers. Over the last decade, The Rainmaker Institute has become a national leader in assisting consumer law firms to rapidly and dramatically increase their conversion rates.

We have worked with all types of consumer law firms to help them double and even **triple their conversion rates within 3-6 months.**

If you want to double your revenues this year there are 2 ways you can do it: either double the amount of leads you get each month or double your conversion rates!

[Register online now for this on-demand seminar](#) and discover how attorneys just like you are doubling their revenues by converting more of their costly leads into more paying clients!



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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