

[The 3 Key Areas Every Law Firm Needs to Focus On](#)

By Stephen Fairley

<http://bit.ly/oQRGxT>

At our [Rainmaker Retreat](#) in Orlando last weekend, we spent some time talking about the three key areas that every law firm needs to focus on:

Lead Generation: more people in the pipeline, more prospects, more leads.

Lead Conversion: turning more browsers into buyers.

Client Retention: creating a long-time and meaningful relationship with your clients so you get repeat referrals and repeat clients.



Of course, the one question I always seem to get is: Which is the most important?

The answer is, they are *all* important, but the one thing I hear most from attorneys is “I need more leads.” In some cases, this is 100% true. But often, a law firm really has a conversion issue or a retention issue that is preventing the firm from growing or being successful. So growing and strengthening all three of these areas is ideal.

While most law firm marketers are focused on lead generation, **overlooking conversion and retention is a costly mistake.** Lead generation is the most expensive of the three, so it makes sense that if you can convert a higher percentage of your prospects, **you can improve revenue without having to pay to get more leads.**

And **if you can enhance client retention, additional revenue will come in through repeat business** from happy clients or a steady stream of referrals from past clients who were satisfied with the work you performed. So, in essence, **what we are talking about here is the proverbial three-legged stool. Take away one leg, and you're on the floor.**

If you'd like to learn more about lead generation, lead conversion and client retention, attend a Rainmaker Retreat.

We have two upcoming sessions:

October 26-27, 2012 – Scottsdale, AZ

November 16-17, 2012 – New York City, NY

You can still get in on our Early Bird Discount for our upcoming Rainmaker Retreats, so be sure to register now to receive the \$200 discount.

Go to www.rainmakerretreat.com or call 888-588-5891 to register now.

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FREE Webinar: How to Attract Clients in Today's Marketing Jungle

When it comes to law firm marketing, it is truly a jungle out there! Mastering social media, SEO and Internet marketing strategies – and making sure your efforts align with legal marketing rules – can give even the most eager attorney pause.

In his new one-hour webinar, Stephen Fairley will lead you through the **step-by-step actions** you should take throughout the course of the **next 12 months to substantially increase your revenues**. You will learn:

- **How to target market to get your ideal client**
- Why your firm is **not getting more referrals and how to change it**
- How to **select the right marketing tools** that will work for your practice and personality
- Effective **online and offline marketing strategies**
- How to create a financial plan to **fund your marketing budget**
- The **5 critical components of a Marketing Action Plan (MAP)**
- 4 ways to create a **unique competitive advantage**
- What is critical to have in place today's **hyper-competitive online focused marketplace**

This **FREE** webinar will also give you a **preview of the 65 different marketing techniques and strategies taught at our 2-day legal marketing boot camp.**

Click on this link to register now for the **FREE [How to Attract Clients in Today's Marketing Jungle](#)** webinar.



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:

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