

Law Firm Marketing:

How to Manage Leads and Convert Them Into Clients

By Stephen Fairley

<http://bit.ly/oQRGxT>

Law firm marketing is a full-circle proposition, and should include strategies for not just generating leads, but also managing those leads so they eventually transform into paying clients.

Here are some tips on how to manage the leads coming into your law firm so you can convert them into clients:

Have a lead management platform. A comprehensive law firm marketing program that embraces multiple marketing techniques – SEO, email marketing, social media, blogs, etc. – means leads come in from many different sources. If you don't have an automated way to deal with them, they slip through the cracks and all that hard work was for naught.

Have a lead management strategy. Once a lead comes in, what happens to it? You need a system in place that nurtures the lead through the sales process and people who are accountable for that system.

Analyze your lead sources. You need to track what programs are bringing in the most leads so you can duplicate what works and jettison what is not working.

Segment and score your leads. Not every lead has the same value. Someone who is a past client is a better lead than someone shopping around. Someone who downloaded your free report is a better lead than a website visitor.



Circle back. There are always some leads that fall by the wayside in the sales process, but don't automatically count them out. Circle back in a timely fashion and find out what prevented a sale from happening so you can overcome that.

Becoming a Rainmaker: Business Building Strategies for Lawyers

Based on Stephen's highly successful seminar series by the same name, this 3-audio CD program covers dozens of practical recommendations and step-by-step sales and marketing techniques for solo practitioners and small law firms.

More than 8,000 attorneys from law firms all over the country have experienced powerful results from attending the Becoming A Rainmaker seminar. It has been sponsored by more than 22 of the largest state and local bar associations.

In this information-packed audio program, you will discover:

- How to generate more leads by using education-based marketing
- The relationship between credibility, visibility, tangibility, and consistency
- How to position your small firm as an industry leader
- The importance of being perceived as a specialist
- Why most advertising is a waste of your money
- What to expect from a Yellow Pages ad
- The 3 marketing strategies that will produce 80% of your results
- How to influence the Know, Like and Trust factors
- Common marketing mistakes lawyers make and how to avoid them
- How to answer the question, "Why should I buy from you?"
- Specific ways you can set yourself apart from low-cost lawyers
- What to do with the 15% of the population that always buys on price
- Ways to attract your Ideal Target Market
- The 6 stage sales process you must follow for maximum success

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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.

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