

Law Firm Marketing & Social Media: Should Attorneys Tweet?

By: Stephen Fairley

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Social media is trending upwards faster than ever. **Facebook just announced they now have 500 million registered users!** By way of comparison, the estimated population of the USA is 309 million. And **Twitter usage has more than doubled** in the past year, from 44 million to 92 million worldwide.

Attorneys and law firms should **consider using social media, but keep it in its place**. In other words, be sure you are focusing on the major parts of your marketing first like generating referrals from current and former clients, seeking referrals from other professionals (attorneys and non-legal professionals), networking, getting your website up, blogging, THEN using social media.

Social media is the #1 fastest way to build your platform (how many people know who you are, who you help and how you are different).

The Rainmaker Institute has close to 60,000 people following us on [Twitter](#) and several thousand 'fans' and friends on [Facebook](#) (also www.Facebook.com/LawFirmMarketing).

Are all of them attorneys? No, but since we usually only post topics that attorneys or other small business owners would care about (most of our clients are also small business owners), the people who are not interested in these topics will generally self-select and stop following us after a while.

Social media can be the most cost effective way to build your list! The key to social media is to build your platform and then entice them to visit your [blog](#) or [website](#) to opt-in to your list using a [free special report](#) or free [CD](#) or [DVD](#) or [newsletter](#).

The golden rule here is: he/she who has the biggest list wins! Yes, I know it's about the quality of your list as well, but when it comes to building your law firm database of interested prospects, size does matter!

Get started by focusing on the big 6 social media sites for attorneys:

- [LinkedIn](#)
- [Facebook](#)
- [Avvo](#)
- [JDSupra](#)
- [YouTube](#)
- [Twitter](#)

Let us know if you want some help in figuring out how to get started or how to leverage social media to build your list and generate leads for your law firm.

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 7,000 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 Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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