



[3 Steps Successful Attorneys Take to Grow Their Practices](#)

by [Stephen Fairley](#)

Law firm marketing is a competitive business. And there are many reasons why certain law firms fail to thrive or even survive.

However, in working with more than 8,000 attorneys over the years, I've discovered that there are essentially **3 main reasons why attorneys succeed in growing their practices:**

Time. Attorneys who succeed in marketing and growing their firms dedicate time to law firm marketing. It may not always be their time, but they have someone who tends to the knitting day in and day out. They know that the world is full of lawyers who don't take the time to market themselves – and they use this to their advantage consistently.

Systems. Firms that excel in legal marketing have systems in place to run, monitor and measure their law firm marketing programs. By leveraging technology, there are several simple systems attorneys can use to create a “lifestyle practice”—a practice that supports the lifestyle you want to lead, rather than one that dominates your life.



Strategy. Legal marketing gurus know that a comprehensive strategy to grow your law firm is essential to your long-term success. Otherwise, you and your team lack direction. When you use a proven legal marketing strategy that consistently produces results, you can then set up legal marketing systems that, in turn, free up your time while increasing your client base, thereby increasing your revenue.

Learn how to do all of this by attending a [Rainmaker Retreat](#), our two-day law firm marketing boot camp. The Rainmaker Retreat dates for Fall are:

October 5-6, 2012 – Orlando, FL

October 26-27, 2012 – Scottsdale, AZ

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

We offer **special discounts for two or more people** attending from the same firm.

Registration information is available by visiting the Rainmaker Retreat website, www.RainmakerRetreat.com or by calling 888-588-5891.

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Stop Wasting Precious Time and Money!

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on "autopilot" – one that attracts new and lucrative clients while you focus on your practice.



Learn how easy it can be to create an effective law firm marketing plan that performs by getting our [Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan](#).

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

[Click here](#) to download, and start using these proven strategies today!



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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