



Cross-Referral Networks are Key to Legal Marketing

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Develop Relationships and Exchange Referrals with Professionals who Serve Your Market.

PR9.NET May 25, 2008 - Phoenix, AZ - Legal marketing expert Stephen Fairley develops marketing strategies for small law firms. At The Rainmaker Institute's newest web site, Stephen Fairley teaches attorneys to build mutual referral networks using a mix of social and business modes to connect with successful local professionals serving the same client base in different capacities. Participants in such networks get the same incentives they give – new sources for building wealth - and Stephen Fairley teaches that routinely meeting with such contacts is key to reaching and retaining more and better clients.

At www.LawFirmMarketingMistakes.com lawyers can read a free special report from Stephen Fairley on the top legal marketing mistakes that attorneys make. These marketing mistakes use their time and resources without providing worthwhile referrals. His report emphasizes discriminating between lucrative, and merely adequate, lead-building tactics, and separates strategies between little effort for best results, and constant risks for inferior returns. "One great tactic that every attorney should have in their routine, for example, is to become a friend to non-competing local professionals," says Stephen Fairley. "Our clients are encouraged to host monthly meetings with a select group of trusted professionals, like bankers, accountants, financial planners, and non-competing attorneys, who already serve the same kinds of clients that they want."

Law firm marketing is all about building a referral network with other professional service providers. "The attorney has to set the example by initiating referrals," says Fairley. "Have at least one good lead ready to provide your new contact at the first meeting."

For more information on how to avoid the ten deadly legal marketing mistakes, lawyers are encouraged to download Stephen Fairley's free special report which provides detailed findings and specific action steps to take. For a limited time, the report is distributed free of charge at <http://LawFirmMarketingMistakes.com>.

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About Rainmaker Institute

The Rainmaker Institute is the nation's largest law firm marketing company specializing in small law firms. We help small and solo law firms generate more and better referrals and build 7 figure law practices.

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