



Law Firm Marketing Plan Must Include Speaking Says National Expert

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"Giving free educational seminars is one of the top law firm marketing strategies attorneys can use."

PR9.NET June 01, 2008 - Phoenix, AZ - Stephen Fairley, legal marketing expert and CEO of The Rainmaker Institute, develops marketing strategies for small law firms. At his newest web site, Stephen Fairley issues a lesson that may cause many attorneys to do a double-take, but is nonetheless sound: Package some of your firm's most useful information and present it to the public in an educational format for free. Giving educational seminars and presentations to your ideal target market can position lawyers as subject matter experts and generate more clients for your law firm.

At www.LawFirmMarketingMistakes.com Stephen Fairley distributes a wide range of marketing lessons for lawyers, such as how to avoid the top ten mistakes of legal marketing. "The primary goal," says Fairley "is to get more and better referrals. Any marketing or advertising activity not producing high quality leads should be cut back or replaced with more effective strategies." In one such lesson, the ways of using public speaking engagements to full advantage are broken into general and format-specific steps on how to select an engagement, what presentation material and marketing steps to prepare, and how to follow-up after. "A lawyer who is a compelling presenter, stays on-topic, is well-rounded, and provides practical information will saturate his or her audience with proof that they are an authority," explains Stephen Fairley.

Conventional wisdom begs the question, how much free, actionable information is too much? Fairley responds that sharing too much is not an issue here. "Bring charts and illustrations, make it all accessible. Share experience and talk about the real world. These audiences came to meet an expert so make an impression."

For similar information on avoiding the ten worst legal marketing mistakes, Stephen Fairley offers lawyers his free special report which provides detailed findings and specific action steps to take. For a limited time, the report can be downloaded 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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