



Law Firm Marketing Report Teaches Attorneys How to Become Experts

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"Avoid a Rising Perception Problem, or Lose Leads to Specialist-Styled Advertising"

PR9.NET June 01, 2008 - Phoenix, AZ - Stephen Fairley, an award-winning legal marketing consultant and CEO of The Rainmaker Institute, teaches marketing methods for small law firms. At a new web site, Stephen Fairley warns lawyers to position their firms as experts and specialists in order to adapt to overarching trends in society at large. "While attorneys cannot call themselves specialists or experts unless they have a specific certification, they can still position themselves as a leading expert by marketing their law firm properly," say Fairley. By doing so, a law firm can stand apart from their competition.

"There is a perception in today's society that consumers want to work with experts. Whether it's their medical doctor, their accountant or their lawyer, people are demanding their advisors know more and more about less and less," explains Stephen Fairley. People no longer believe it's possible to know everything there is about the practice of law. General practitioners are seen as a "jack of all trades, and master of none – or worse, they're seen as the firm that hasn't been around long enough to have refined their work yet."

At www.LawFirmMarketingMistakes.com attorneys may download a free special report prepared by Stephen Fairley on the most widespread legal marketing errors made by lawyers. The common thread between those mistakes: using time and resources on inferior lead-generation practices. His report attends to the quantity and quality of returns for each type of marketing activity.

People shopping for legal services online have a specific topic that they want help with. They no longer look for just an attorney; they search for a personal injury lawyer who focuses on commercial construction accidents or a divorce attorney who works with high net worth executives. Fairley believes to be effective in marketing your law firm attorneys must position themselves as leading experts in their local area.

For more revenue-stunting legal marketing mistakes and advice for avoiding them, lawyers can download Stephen Fairley's free special report for a limited time. It contains in-depth result analyses, and a variety of actionable marketing routines. The report is available at no cost for a limited time at www.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.

Phone: 888-588-8591
Website: <http://www.LawFirmMarketingMistakes.com>
E-Mail: stephen@therainmakerinstitute.com

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