

## Law Firm Marketing: Key to Influencing In-House Counsel Hiring Decisions

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

A tip of the hat to Kevin at LexBlog's [Real Lawyers Have Blogs](#) for bringing this new study to our attention: the [Corporate Counsel New Media Engagement Survey](#) conducted by American Lawyer Media, Greentarget and The Zeughauser Group.

This insightful survey polled a group of corporate counsel across the U.S. on their use of and reliance on social media.

Of particular interest is **how In-house counsel ranked the following activities “most important” for helping them to vet and research outside counsel for potential hire:**

1. **Recommendations** from sources you trust: **73 percent**
2. **Articles and speeches** the lawyer has authored: **38 percent**
3. Bios on the **firm's Web site**: **30 percent**
4. **Blogs** published by lawyers: **27 percent**
5. **Rankings** and directories: **25 percent**
6. **Twitter** feeds from lawyers: **22 percent**
7. Endorsements and connections on **LinkedIn**: **18 percent**
8. **Quotes** by lawyers in **relevant media** outlets: **15 percent**

If this all sounds strangely familiar, it's because **ALL of these activities are what we cover step-by-step at every Rainmaker Retreat!** For example, here are some of the subjects covered during our two-day [law firm marketing boot camp](#) and how they correlate to the above ranked activities:

- A Step-by-Step Approach to **Create Dozens of Strategic Referral Partners** in less than 6 months (#1)
- **Submitting Articles Online** to Increase Your Website Rank (#2)
- 4 Ways to **use Speaking to Attract More Clients** (#2)
- How to **Change Your Website** from just an Online Brochure **to a Marketing Machine** (#3)
- **Using Blogs** to Increase Your Website Rankings and **Find More Clients** (#4)
- Unlocking the **Secrets of Social Media** for Lawyers (#5, #6 and #7)
- Where to Find and How to **Create Positive Media Coverage** (#8)

We have three [Rainmaker Retreat](#) events on the calendar for the rest of this year:

**October 8-9, 2010**     **New Brunswick, NJ**

**October 22-23, 2010**   **Scottsdale, AZ**

**November 5-6, 2010**   **San Francisco, CA**

Don't let another year go by without learning the strategies that will get you hired!

Click [here to register](#) or call 888-588-5891 to learn even more about our two-day [law firm marketing boot camp](#).

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**Register Now for NJSBA Becoming a Rainmaker Series Oct. 5-7**

The information-packed [Becoming a Rainmaker seminar](#) is coming to New Jersey, **October 5, 6 & 7, 2010** in a series of presentations sponsored by the New Jersey State Bar Association, the Bergen County Bar Association, Burlington County Bar Association, and the Morris County Bar Association.

These 2-hour seminars **show small and solo practice attorneys how they can take charge of their practice and begin to build the business they have always wanted.** The Becoming a Rainmaker seminar has been sponsored by 22 of the largest state and local bar associations in the country, and teaches the proven Rainmaker Marketing System, which has helped more than 7,000 attorneys find more and better clients and establish a law firm marketing system for generating more referrals.

**Tuesday, October 5, 2010, 4:30 p.m.-6:30 p.m.**

**Burlington County Bar Association**

Burlington County Court House, 49 Rancocas Rd., Mount Holly, NJ

Click [here to register](#).

**Wednesday, October 6, 2010, 4 p.m.-6 p.m.**

**Morris County Bar Association**

Old Court House, Washington and Court Streets, Morristown, NJ

Click [here to register](#).

**Thursday, October 7, 2010, 4 p.m.-6 p.m.**

**Bergen County Bar Association**

George W. Newman Law Building, 15 Bergen St., Hackensack, NJ

Click [here to register](#).

Admission to each presentation is \$77 for Bar Association members and \$97 for nonmembers.

For more information, call 888-816-8935 or email [info@therainmakerinstitute.com](mailto:info@therainmakerinstitute.com).

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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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