

[Best Practices for Becoming a Rainmaker on the Internet, Part 5 of 5](#)

By Stephen Fairley

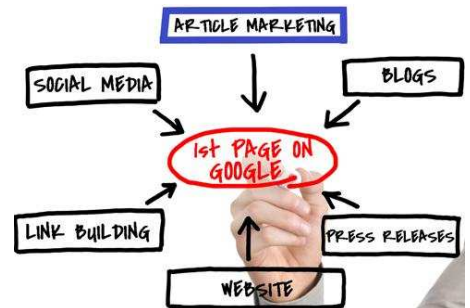
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All this week, I am giving readers several of the best practices in becoming a rainmaker on the Internet. Today's post is about article marketing.

Submit your articles online. Submitting short educational articles on the Internet is one of the easiest, fastest, and cheapest ways to increase your visibility and the traffic to your website. There are literally thousands of directories on the Internet that will republish your article on their websites at no cost. Simply Google "article directories" for a list.

Key Action Points: • Keep your articles short—between 400 and 700 words. Remember, people don't read online, they scan. Use plenty of bullet points, clearly differentiate sections, and keep your paragraphs short.

- Write for a specific audience. Keep in mind your ideal clients, and write the article for them—not for other lawyers. Tell a case study. Use an example. Make it practical, interesting, and personal, as if you were speaking directly to the reader. Never use legal jargon unless you explain it.
- Grab their attention with the title. Make sure your title is less than ten words, has a number in it when possible, and tells them how to solve a problem. The title must grab the reader's attention from the start. For example: "5 Mistakes," "7 Pitfalls," "3 Steps," etc.



- Tell, don't sell. Focus your article on informing and educating your reader about a specific topic. Don't focus on "selling" your services. The goal is to get readers to visit your website.
- Don't be generic. Give your opinion or state your perspective. People are looking for answers, not just questions.
- Determine if your article is a good fit for the site. Some sites target business professionals, others target individual consumers. Some have sections for each group. If they give you the choice, make sure you select the category that is most appropriate for your article and that best represents your target market.
- Only submit to websites that allow you to include your contact information with a live link back to your website. If they are not willing to give you a live link back to your website, go somewhere else.
- Give people a reason to contact you. Offer them a special report at your website or something else that will give them an incentive to contact you.
- Create a Google Alert at www.google.com/alerts to help you track where your articles are posted to and when they come out (set either your name or the title of your article as the Alert).
- Manage your expectations. Writing and submitting articles to various websites will rarely result in a new client.

There are three major reasons why you should use this technique: (1) It will increase your visibility on the Internet. The search engines love free information (which is what your article is). (2) It will increase the number of visitors to your website through the direct links at the bottom of each article and by increasing the position of your website on the search engines. (3) It will increase your credibility. When an important prospect searches for your name on the Internet and comes up blank, that doesn't look good.

Having several websites with your articles posted on them immediately increases your credibility to prospects investigating which lawyer they want to hire.

Webinar on Key Performance Indicators: Knowing the Numbers That Run Your Law Firm Now Available On-Demand

We are now providing one of our most popular webinars – [Knowing the Numbers That Run Your Law Firm](#) – in an on-demand format, so you can watch and learn at your convenience, as many times as you wish.

Over the last decade we have helped over 8,000 attorneys market and grow their business. During this time we have identified many of the **key characteristics of highly successful law firms**.

One of the more consistent ones is that they **track specific numbers and key indicators that give them instant insight into how their law firm is performing on a weekly and monthly basis**.

Key Performance Indicators (KPIs) are the numbers that make your law firm run. By analyzing these critical metrics, partners and owners of law firms can **easily determine whether they are on track to achieve their goals** or if they need to retool and refocus their marketing and business development efforts.

In this fast paced webinar, you learn:

- How to easily identify the **12 key metrics your law firm needs to track and measure**
- How to set up a **system to identify these numbers**
- The **7 critical systems every law firm must have**
- CPL and CPC: the 2 most important **numbers every attorney must know in order to succeed**
- How to **avoid “paralysis by analysis”** and being overwhelmed by too much data
- **Delegating roles and responsibility** to your staff
- Using **software to track your KPIs**

If you're a spreadsheet and data driven individual then you will love this webinar! However, if numbers scare you or you tend to ignore them because you have a hard time making heads or tails of all the different data you see, then this webinar is a “can't miss” event!

We cut through the clutter and give you **clear and easy to understand guidance on which numbers really matter the most, how to track this information, and what to do with it once you have it!**

To register online for this on-demand webinar, click on this link: [Knowing the Numbers That Run Your Law Firm](#)



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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