

Law Firm Marketing: Revisiting the Law of 7 on 7-7

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

The Law of 7 Touches is based on research that found **it takes an average of 7 to 10 meaningful touches EVERY YEAR** to move someone through the cycle from not knowing anything about you to being ready to buy from you.

This is just the average, not a guarantee, because in hyper-competitive markets, like legal services, it often takes many more touches than that -- and **to drive customer buying habits, it takes consistency.**

Consider the following statistics regarding the legal profession's contact with prospective clients:

- 48% of lawyers give up after the first contact.
- 25% give up after the second contact.
- 12% give up after the third contact.
- 5% give up after the fourth contact.

In other words, **9 out of 10 prospective clients are never followed-up with more than 4 times.**

If you want your law firm marketing to be successful, you must obey "The Law of 7."

You're probably thinking, "I know I should connect frequently and consistently with my prospective clients, but I just don't have the time."

True. Which is why you should **leverage the power of technology to build relationships with your prospects.**

What you need is a strategy and a process that leverages the most recent advancements in technology (autoresponders, social media, blogs, for example) to simplify and automate your marketing efforts, building rock solid, long-term relationships and helping you earn more, work less and spend time doing what you love to do.

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Stephen Fairley, M.A., RCC, CEO

Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

Stephen@TheRainmakerInstitute.com

Phoenix Main Office

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.

He has appeared in the American Bar Association 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.

Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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