

Law Firm Marketing Rules for 2013: Out with the Old, In with the New

(#1 of 5)

2013 is almost upon us, and one of the things you should shed with the old year is any antiquated ideas you may have about law firm marketing. This week, I am listing five of the most common “old rules” and giving you new legal marketing rules to live by in the new year.



Old Rule #1: More marketing will obtain more results. In the past, all you had to do was throw more money at marketing or advertising and you would see more results. But not any more.

New Rule #1: ROI rules. With the increased competition and level of sophistication in the legal marketing industry, to get ahead you must be faster, smarter, and more effective than your competitors. Your ability to leverage Internet marketing and automatic parts of your marketing system will allow you to dominate larger firms with bigger budgets; however, every dollar must be accounted for and every effort must be measured for Return On Investment. You cannot afford to be indifferent.

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On-Demand Webinar: How to Leverage Your Firm’s Website to Win Clients



According to recent research...

58 million adults looked for an attorney in the past year

76% of them referred to the internet at some point in their search

While most law firms already have a website, the majority of them don't produce new cases on a regular basis. Why?

Because they are doing it all wrong!

This webinar will teach you **how to do it right**.

Lawyers.com editor-in-chief Larry Bodine and Stephen Fairley join forces to deliver a compelling on-demand webinar on [How to Leverage Your Firm's Website to Win Clients](#); access this webinar now to learn:

- **3 specific strategies** that can immediately improve your website conversions
- What elements you **should and should not include on your website**
- How to **effectively reach the 65% of consumers** who like to gather information about their legal issue long before ever contacting an attorney
- Ways to **leverage top online attorney directories** to control your online presence
- Case studies on **how top attorneys are using social media** to attract more paying clients
- **Best practices for blogging** and why Google loves them so much
- The fastest ways to **get to the top of Google**

Click on this link now to receive the [How to Leverage Your Firm's Website to Win Clients webinar](#).



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 10 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 33 countries, has taken 14 cruises. 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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