



Law Firm Marketing: Tips on Creating Content Readers Want to Share

by [Stephen Fairley](#)

<https://tri.infusionsoft.com/go/triblog-sm/jdsupra/>

The *New York Times* has done a research study on the [Psychology of Sharing](#) to learn more about why people share content on the Web.

You can download the report for free [here](#).

The research found that these were the top five reasons people share content via email or social networks:

1. To bring valuable and entertaining content to others
2. To define ourselves to others
3. To grow and nurture relationships
4. Self-fulfillment
5. To spread the word about causes or brands

So if you have posted content on your blog or created articles on JD Supra, Avvo or other legal info sites that isn't seeing much action, you need to examine it to see if it is meeting any of these needs that people have for sharing.

Here are some tips for creating great content that people want to share:



Make it real. Don't simply deal in hypotheticals – tell a story with a good outcome for a client (maintaining privacy, of course) that draws people in and makes them feel something.

Create a conversation. Commenting on the hot legal topics of the day with a unique viewpoint increases the chances your content will get shared. Ask others' opinions on your blog and post comments.

Speak like a human being. Do not use legal jargon or write above your target market's head. Use a conversational tone in your posts or articles in a voice people can understand

Make a list. People love to read and share lists, so get a little creative and develop lists that will get noticed – for example, The Top 5 Divorce Disasters you've seen in your family law practice, and so on.

Understanding the psychology behind what makes people want to share content and then crafting your content to fulfill those needs will ensure your words get the reach you're hoping for when creating content.

+++++

Get All the Law Firm Marketing Strategies You Need to Create A 7-figure Law Practice with Rainmaker In A Box: Volumes 1 and 2!

Want to discover Proven Marketing Strategies that Top Law Firms are using right now to generate more leads and referrals and convert them into paying clients?

Rainmaker In A Box: Volume 1 and Rainmaker In A Box: Volume 2 contains highly valuable legal marketing information you absolutely need to know!

[Rainmaker in a Box: Volume 1](#) includes:

- The 5 Immutable Secrets to Building a 7 Figure Law Practice
- Secrets of Building a Referral-based Law Practice for Busy Practitioners:
- The Top 6 Most Powerful Online Marketing Strategies for Attorneys:
- Action, Accountability and Next Steps
- Data DVD: Includes all 4 PowerPoint slides for all 4 presentations. We recommend you print all these off and take notes on them as you watch the 4 intense DVDs.

[Rainmaker in a Box: Volume 2](#) includes:

- 8 Proven Steps for More & Better Referrals□□
- 7 Strategies to Recession Proof Your Law Firm□□
- 6 Keys to Unlocking the Secrets of Social Media□□
- 5 Core Components for Highly Successful Websites & Blogs□
- Data DVD: Includes all 4 PowerPoint slides for all 4 presentations.
- We recommend you print all these off and take notes on them as you experience these information-packed DVDs!

Purchase both sets on our website and get 25% OFF!

[Click here](#) now to order!



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 7,000 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 7,000 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 or to purchase one of Stephen's [law firm marketing products click here](#).

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets

<http://www.therainmakerblog.com/>