

Family Law Marketing: Are You Reaching Your Market?

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Extracting data from the 2004 U.S. Census Bureau Survey of Income and Program Participation (SIPP), the Pew Research Center released a report last Friday that said **the risk for divorce is highest among married 25-year-olds.**

Other findings:

- For first marriages, men divorce at the median age of 31.8 and women at the median age of 29.4;
- The majority of divorces occur among younger people and divorces that have lasted fewer years;
- 65% of marriages are intact at their 15th anniversary for couples who married between 1970-1984;
- 50% of married 25-year-olds will divorce
- 45% of 50-year-old men will divorce
- 46% of 50-year-old women will divorce



So, family law practitioners.... **are you marketing to the 30-and-under demographic?**
Because that is your market.

And they are not reading a newspaper or watching much TV.

They are on the Internet engaging in social media. Facebook. YouTube. Twitter. LinkedIn. Blogs. A recent Harris Interactive survey showed that **64% of online adults use social media.** This figure is **78% among 18-to-34-year-olds** and 71% among 35-to-44-year-olds.

Want to learn more about getting engaged with your future clients online? Take two days and attend a [Rainmaker Retreat](#). Here are the upcoming dates:

- June 18-19, 2010 San Francisco, CA
- July 30-31, 2010 Los Angeles, CA
- August 6-7, 2010 Las Vegas, NV
- October 8-9, 2010 New Brunswick, NJ

You can [register](#) online for any of these -- [sign up](#) for the San Francisco Rainmaker Retreat by this Friday, June 11, and get a 15% Early Bird Discount.

Stop Wasting Precious Time and Money

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on "autopilot" – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our **Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan**.

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm. You can [download](#) them now free! Go [here](#) to download, and start using these proven strategies today!

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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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